

**ASIS International Call for Presentations  
Summary and Tips**



Thank you for interest in submitting a proposal for the ASIS Call for Presentations. Enclosed is helpful information and suggestions to help you with the proposal process and improve the probability that your proposal(s) will be accepted.

These are suggestions on how to improve your proposal, probability of selection, the review process, and more.

This list was developed by a first time member of the 2013 Call for Presentations Selection Committee, with input from others on the Selection Committee and ASIS staff.

*Questions?*

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## **CALL FOR PRESENTATIONS STATISTICS & BACKGROUND INFO**

### **2014 Call for Presentations Statistics    2013 Call for Presentations Statistics**

- 162 Sessions total
  - 19 Sessions are reserved for HQ (Standard & Guideline Sessions), historical sessions (What's New on the Floor), etc.
  - 101 sessions open
  - 534 proposals submitted
  - 18% acceptance rate
  - 155 council sponsored proposals
  - 26 sessions held for future hot topics
  - Average accepted score 4.19 out of 6
  - 78 reviewers
  - Each proposal reviewed by 20+ ppl
- 135 Sessions total in Chicago
  - 34 Sessions are reserved for HQ (Standard & Guideline Sessions), historical sessions (What's New on the Floor), etc.
  - 83 sessions available
  - 515 Proposals submitted
  - 16% Acceptance rate
  - 89 Proposals are currently sponsored by Councils
  - 18 Sessions are being held open (2 per time slot)
  - Average accepted proposal scored 4.08 out of 6
  - 70 total reviewers
  - Each proposal reviewed by 20+ people

### **2012 Call for Presentations Statistics**

- 167 Sessions total in Philadelphia
- 30 Sessions are reserved for HQ (Standard & Guideline Sessions), historical sessions (What's New on the Floor), etc.
- 137 sessions available
- 606 Proposals submitted
- 22% Acceptance rate
- 10-12 Sessions are being held open
- Average accepted proposal scored 4.21 out of 6
- 80 total reviewers
- Each proposal reviewed by 20+ people

The actual final number of sessions depends on each city's space. Typically, there are 15 to 20 sessions, during 3 times slots, on three days.

## **SUBMISSION PROCESS**

### **Know the Submission Guidelines**

Proposals and presentations must be in English. ASIS membership and/or exhibiting are not a requirement for submitting. Proposals must be non-sales and non-marketing oriented. No fees are required to submit a proposal. Proposals will be rejected if all steps of the proposal

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submission process are not completed. Individuals may submit a **maximum of two proposals** as the primary presenter per conference, but are allowed to be part of additional sessions as panel participants. ASIS International does not pay per diem, honoraria, or expenses.

### Complete the ENTIRE Submission process

The entire three-step process must be completed for your submission to be considered complete and reviewed. Complete the full proposal process. The process has multiple steps. Make sure you complete all of them. If proposals are incomplete, a message will be sent from the system. If the proposal has not been completed by the submission date, it is **removed** and will not be evaluated.

### Do Not Assume Familiarity

Write the proposal assuming the audience/reviewers know nothing about the topic and speakers. Don't assume the audience knows what you are talking about and who you are.

### Titles

Keep the title simple! If it extends much beyond the top line in 12 pt. Bold, it could be unacceptable. Always keep it simple! Some titles extended onto a third line. Remember, in the end...attendees will have that tri-fold "abbreviated" schedule at a glance (shirt pocket) program and the title should be dressed to sell. Don't get cute or catchy with the titles/descriptions. Get to the point and don't try to be clever.

### Proposal Abstract

The abstracts are limited to 120 words, so get to the point. Start with action verbs (receive, learn, discuss, hear, etc.). Abstracts are typically only 3-5 sentences.

### Three Learning Objectives

List three items attendees will walk away with or learn in the session.

### Speaker Information

Always enter a speaker's credentials, biographical, and contact information. "TBD" is usually not accepted. If the person's bio is not in the ASIS database, send the form to Becky before the Call closes.

### Personal Biography

The biography you submitted years ago is not automatically updated. Currently, the Call for Presentation submission site bio is not connected to the new ASIS database (we are working to change this in the future). If you have been with XYZ Corporation for five years as of 2000, it will still show five years. On the other hand, if your experience/company has changed, you have an opportunity to update the bio upon submission. This bio will be used to introduce you should your presentation be accepted, so please keep it updated.

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### Additional Speaker Biography

Keep the biography simple and to the point and relative to the subject matter. It's nice to know you are married and have two kids named Harry and Mary. However, your experience relative to the presentation topic is more important. Save the family photos for the presentation.

### Consider Multiple Speakers

A single speaker is usually in jeopardy, unless they are a known speaker and they have a dynamic subject. Try to blend the speakers' backgrounds and companies. This is also a good insurance policy in the event that someone can't make it or leaves the industry! You have until early August to firm-up the speakers. However, don't "plant" someone there just to make it look good!

### References

Give references that are known in the ASIS organization or to your peers. "Becky Mangan" or "Susan Melnicove" is good if you have had a specific conversation about your topic, she has insight, or you have worked directly with her in the past. Remember, she fields calls and emails from a database of over a thousand speakers. On the other hand, Dr. Smith of a university in the Far East is not helpful in comparing your references with others who have a similar presentation. If you have spoken in the past, "previous ASIS presenter" works well.

### Multiple People from Same Company

Don't use more than two people from the same company. Especially if it is a manufacturer or exhibitor; it begins to look like a "sales" pitch, especially if you have the Director of Sales, Vice President of Marketing, etc. Even though he/she may be a dynamic speaker on a great subject, it may be construed as a "sales pitch." Try to blend the sale person with an end user or practitioner to make your point. Diversity is best.

### Speaker's Track Record

ASIS maintains a Speaker's Bureau with evaluation scores and comments from past Seminars and workshops. When in question, the person's previous performance is balanced against other equally similar subjects/speakers.

### Consider a Poster Session

In its fourth year, there will be a poster session in the exhibit hall. If your proposal was not selected for a presentation, ASIS still may contact you to see if you are interested in presenting a poster session.

### Series or Track of Sessions

Consider a series or track of sessions. Submitting a series of around three presentations (across the council members) that are related (specifically or by discipline) is helpful. If approved as a series, the Council can then print-up a flyer for distribution at the booth or by the members to help "promote" your series. A track is more than three presentations that flow throughout the three days. Talk to Becky Mangan at ASIS before the Call deadline to determine specific tracks so

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proposal can be identified properly during the review process. NOTE: In 2013 and 2014, many of these sessions were reduced to a single session.

### **Get It Done In 60 Minutes**

In 2012, the third day (after lunch) sessions were cut to 60 minutes. Don't ask for 75 minutes only because it is an option on the submission form! Try to get your message out in an hour and start on time! Seventy-five minutes should be requested for sessions with more than three speakers.

### **Complete All Fields**

List all speakers by name with full contact information and biographies. Speakers listed as To Be Determined, missing company information, or missing bio information will result in a low proposal score or removal from the proposal system.

### **PROOFREAD!**

Proposals with lots of typos are downgraded! Type up your proposal abstract and biography in Word and use spell check. Then copy and paste the description into the system.

### **Case Studies or Interactive Sessions**

Consider something other than a straight lecture format. Case studies, role playing, etc. are favored with the final selection committee. Participants prefer interactive formats with a Q&A segment to lecture formats. The selection committee will, in part, evaluate the proposal on opportunities for exchanges among audience members and between audience members and the presenter.

### **Spread the Wealth**

Individuals will normally be allowed to speak in two separate sessions. We have to spread the wealth and try to get as many different speakers as possible.

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### REVIEW PROCESS

#### Eyes of the Beholder

The online review process includes almost 100 security practitioners who read about 1/3 of the total submissions (over 500 in 2014). These folks take many personal hours reading your abstracts and scoring submissions on a 1 to 6 scale. They also usually leave a comment to justify their score. Consider that they need to have a dynamic title, great subject and credible speakers to score you high in most cases! The final review committee includes about twenty security professionals that start with the HIGHEST scores and review EVERY submission, including the lowest!

#### Review process step 1 – ONLINE REVIEWERS

Proposals are evaluated on a six-point scale on **Appeal** and **Clarity of Proposal**. They are also able to write comments.

#### Review process step 2 – SELECTION COMMITTEE

Proposals are evaluated on the following criteria:

- Initial Online Review Score - the proposals' final score from the initial review and comments written by reviewers.
- Past Speaking History - speaker's history and evaluation scores at past ASIS events
- Appeal - the subject is important and timely and is of interest to security professionals.
- Clarity of Proposal - the session description and title are clearly defined. Presentations cannot be used to promote specific products or companies.
- Diversity of Speakers - a variety of speakers including practitioners who bring different perspectives to a subject.
- Council Sponsorship/Recommendation
- Exhibitors - companies that are participating in the exhibit portion of the event (if applicable).

#### Council Leadership

If you are really passionate about your presentation, talk to your Council Chair and Council Vice President. Send them some background information so they can be your advocate during the selection process. Also discuss it with the members of your council who are part of the online review process.



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### ON-SITE AT SEMINAR

#### Don't Miss Your Presentation

There are several "drafts" of the schedule. Make sure you pick up the FINAL program (and the at-a-glance tri-fold schedule) to confirm your time and location. In case you do miss it, make sure your co-presenter has a backup copy of the presentation.

#### Session Moderator

Seek out your moderator and make sure they know what your personal needs are. Review your bio and **keep it short!** Your moderator is there to introduce you, start the session on time, end the session on time, help field audience questions, and make general housekeeping announcements. While, HQ arranges for moderators at every session, sometimes things happen. In the event that your moderator does not show up, please start the session on time and introduce yourself.

#### Backup Presentation

Have a **backup** of your presentation on a USB drive with you just in case!

#### Audio Visual Equipment

Each room has a standard set of equipment including a computer, LCD projector, screen, lectern microphone, wireless lapel microphone, and one wired table microphone. Additional equipment should be arranged ahead of time with HQ. Get to know the AV person who is handling your room -they can help with last minute technical glitches. Go to your room some time before your presentation to become familiar with the location and room set up. Notify HQ or someone in Operations if there is a problem. Results are better if there is more than five minutes to solve a problem.

#### Microphones

Don't be afraid of the microphone, especially the lavalier microphone. Test it before the presentation and make sure you can be heard in the back of the room. Speaking with a microphone is imperative for session recording quality (if you allow ASIS to record your session).

#### Internet Access

If you rely on the internet to give your presentation, test the signal on your own wireless telephone company-based service, or "tether" your Smart Phone. Be sure to notify HQ if you require internet access for your presentation.

#### Start on Time

Waiting ten minutes for the room to fill kills valuable presentation time. Respect the folks who came on time and given them value for their 60 minutes.

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### Speaker Dress Code

While the Seminar dress code is business casual, we encourage speakers to wear business attire during their presentation. Dress comfortably and make sure your shoes fit well for all of the walking you will be doing in the convention center and exhibit hall.

### Walk Around

Don't feel that you have to be attached to the lectern or table on the riser. If you are more comfortable standing or walking around (somewhat), do it. If you are on a panel discussion, however, talk to your other panelists first.

### Bring Something to the Party

One popular speaker passed out chocolate-covered coffee beans to (help) keep the audience engaged and awake. Consider giving something away for the "best" question or answer. Look around your office (or garage), you will certainly find something to hand out! If in doubt, ask your spouse to find something that you really should give away.

### Try Not To Lecture

Keep the subject lively. Read your audience and adjust with the group at hand. If it is your style, ask the audience questions or get them to somehow "engage" with you and your co-presenters.

### Answer Audience Questions

Don't get into the "good question"...ask me at the end dodge. This person asked the question because he/she is engaged in your presentation and there are another dozen or so who are afraid to ask! Of course, if the answer will be too detailed, or is a "red herring", defer them to an "off-line" answer. If your style is to "hold all questions to the end", please consider the audience and allow enough time at the end!

### Marketing Yourself

Have business cards and ask for business cards from those interested. However, do NOT enter them into a "sales" database where they will be hounded for the next 200 years, or chase them down for a date! If involved in one of the business-related social networks include your "handle" in the slideshow and encourage a continuing dialogue after the conference.

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### Death by PowerPoint

Be wary of the “Death by PowerPoint” syndrome. If you don’t know what that is...you have it!

### Panels

If there are more than three speakers, make sure the audience is aware of the (evaluation) number for that speaker. In 2013, ASIS included an electronic evaluation option with the app. We want to make sure everyone gets properly evaluated.

### Update Your Bio

Keep Becky Mangan at HQ updated on your speakers and bios. It really mixes-up the evaluations when there is a speaker change and ASIS wasn’t notified. The person who fills-in in MANY cases will get the evaluation grades of the original speaker. If there is a change, have the audience mark the new speaker on a NEW line, if there is room! Please tell Becky Mangan after the fact so she can update systems after the event.

### Sessions Evaluations

Encourage attendees to fill-out an evaluation. Ask the facilitator or moderator to catch those who leave early to take 30 seconds and complete the form. Most speakers want feedback about how they did. After the Seminar, speakers will receive numeric scores and written comments from attendees.

### Council Promotion

Promote your Council and membership in Councils, wherever reasonable.

### ASIS Standards and Guidelines

Remember to reference the **ASIS Standards and Guidelines** whenever appropriate.

### Remote Mouse

Bring an extra remote mouse for the presentation. If you don’t have one and have a wireless mouse, cover the LED with a piece of tape, so the cursor does not bounce around. If you have a physical ball in your mouse, remove it. Beats saying “next” 45 times!

### Handouts

Handouts are now totally electronic. Please upload your presentation and handouts by the deadline dates. Pre-registered attendees receive emails with access information approximately 2 weeks prior to the Seminar so they preview handouts and presentations. This site will be updated up until Seminar starts and then immediately after the event ends. There is a station located near the breakout sessions at the convention center where you can print handouts (if they were provided by speakers). Make sure that the audience is aware of where they are. Sometimes, there are long lines and printer problems.

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### Empty Rows Up Front

Encourage your audience to sit closer to the front. It will get everyone more engaged and participating.

### Stay On Track

If you get ahead of your slides, or vice versa, the audience will get confused. Nobody is impressed if you have the slides memorized, but forget to advance the slides.