

 **SharePoint<sup>®</sup>**  
**Summit**

# 2010



**April 12-14, 2010**  
**Centre Mont-Royal**  
**Montreal, Quebec**

## Speaker's Manual

[www.sharepointsummit2010.com](http://www.sharepointsummit2010.com)

<b>SharePoint Summit 2010 Overview .....</b>	<b>3</b>
Target audience.....	4
Session Structure .....	5
Session Topics .....	7
<b>Call for Speakers Guide .....</b>	<b>8</b>
What Is This Call for Speakers? .....	8
Benefits.....	8
Process.....	8
What Are Speakers Signing up For? .....	9
Logistics.....	9
Speaker Registration .....	9
Frequently Asked Questions .....	10
Important dates to remember .....	11
Location .....	11
Contact information.....	11
Arrival at the SharePoint Summit .....	12
Privilege .....	12
Audio-visual .....	12
Hotel Accommodation .....	12
Preparation .....	13
Speaker Acceptance Form .....	14

## SHAREPOINT SUMMIT 2010 OVERVIEW

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The 2010 SharePoint Summit offers an excellent opportunity to learn, exchange ideas, connect and network with people involved in working with SharePoint for businesses across the globe.

The SharePoint Summit community is inviting SharePoint Business users to get together in Montreal, April 12-14 2010, and provide an opportunity to learn more about the SharePoint technology and implementing best practices in order for SharePoint to meet your business needs.

Strategies for Information Architecture, business-relevant SharePoint solutions, world-class SharePoint products and deployment planning will be discussed amongst your peers. As an attendee at the Summit, you will have a unique window into the evolving world of SharePoint.

Whether you're someone who's looking to refine an enterprise SharePoint deployment or considering this platform for the first time, the 2010 Summit will bring value to you.

There is no escaping the reality that SharePoint's versatility as an "Operation System for the Web" is matched by the depth and width of topics that the Summit could address. To meet the needs of decision makers, analysts and technologists, we will be offering **six (6) concurrent tracks**. Each track will provide a focus on a particular area of SharePoint to ensure learning requirements are easily met. And if the past three years are anything to go by, we are certain that tracks will be filled in short order.

## TARGET AUDIENCE

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The SharePoint Summit has prided itself on providing a great environment to support decision makers and influencers so participants can learn, discover and implement SharePoint within their organization. The Summit provides a world-class venue that brings together business professionals from across the business spectrum, industries and verticals, and provides them with an end-to-end learning experience, focused on building and implementing real-world SharePoint business solutions.

Major steps already undertaken for SharePoint Summit 2010 include:

1. The Summit Editorial Committee is currently facilitating an online discussion with the community. The committee's focus and mandate is to work with the SharePoint community to build and structure the SharePoint Summit program for 2010 to ensure that it provides the best value possible to participants.
2. [www.sharepointsummit.org](http://www.sharepointsummit.org) will be available to the SharePoint community in order to exchange ideas and feedback prior to and after the event. The goal is to provide a world class resource to encourage collaboration amongst attendees and speakers of the conference.
3. We plan to provide 30% more tracks at this year's Summit. The goal is to meet various attendees' requirements and objectives by offering a range of sessions from introductory to advanced, while addressing the vast range of possible subjects that a SharePoint conference would have to undertake.

## SESSION STRUCTURE

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**100 – Introduction to SharePoint:** This introductory track is designed for newcomers and beginners of SharePoint. The goal of these sessions is to support people in exploring how SharePoint can help them solve business challenges and issues. Typical sessions will include informational presentations on topics such as "What's New", Basic Tutorials in key concepts, and a high-level features comparison between the SharePoint 2007 and the SharePoint 2010.

**200 – Intermediate SharePoint:** This intermediate track is designed for those who have some experience with SharePoint but are looking to gain a greater understanding. For example, participants at this level may have implemented one or more SharePoint site templates but now have questions about integrating SharePoint with their business processes or extending its usage within their organization. A selection of topics and workshops will be offered to provide a deeper delve into SharePoint yet will remain at a level to ensure that only a minimal amount of experience is required to comfortably participate and follow along. Sample topics might include taxonomy/classification building through site columns, list templates, or content types, mapping of the document life-cycle to SharePoint features, or refining a team-site for specific business needs.

**300 – Advanced SharePoint:** This advanced track is targeted for those with an extensive experience of administrating, configuring and/or developing for SharePoint. Participants might have a fairly robust implementation but are seeking consultation on tricky integration points (i.e. integrating bar-coding or connecting a Balanced Business Scorecard to specific operational metrics). Sessions will focus on a 'deep dive' in products, components, or solution architectures through presentations or interactive workshops, with the assumption that the audience is experienced enough to keep up and/or complement what is presented with their own research. Topics covered would range from the technical, operational, management or development communities.

**400 – SharePoint Customer Experiences:** The key focus of the user stories track is to highlight what organizations are doing with SharePoint. User stories will often pay attention to 'what not to do with SharePoint.' The presentations will ordinarily be presented at a high-level, but presenters will come prepared to answer specific questions to help understand how the concepts were applied. Where possible such stories are to be presented with a summary of measurable results and anecdotal outcomes from the effort. And of course, what would a story be without an understanding of lessons learned from the experience?

**500 – Hands-On SharePoint:** Hands-on sessions will be more like tutorials than presentations. The focus should be the consideration and discussion of a specific feature, component, or business application of MOSS. The audience is expected to self-classify as having intermediate experience or expertise. The sessions themselves could cover any aspect of SharePoint.

**600 – SharePoint Business Solutions:** The goal of this track is to delve deeper into examples of SharePoint being used in business settings (like the 500 track, but with a definite business focus). To support the possibility that the audience may be less technically inclined presenters would be expected to provide a hands-on discussion of SharePoint from the business' perspective.

## SESSION TOPICS

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A presenter may choose to indicate the focus, or topic, or the session within a given track. The following guidelines are intended primarily to assist the presenter in preparing a description for their session. The quality and clarity of the description will be essential in ensuring that attendees have an opportunity to consider which sessions are of interest to them. In turn, this will support both the building and meeting of expectations of the session in the mind of the attendee.

**Developer:** Turning a SharePoint environment into a comprehensive business office application and collaboration solution often requires development. Topics will include customization, development and deployment best practices. Developer sessions will likely fall into the 200/300/500 tracks.

**Business Application:** Perhaps the biggest risk for SharePoint deployments since the platform's inception is that IT departments have launched SharePoint into organizations with mixed success, with SharePoint often coming to be regarded as yet one more IT project. In this track, presenters will focus on sharing real-world business application solutions for SharePoint. The primary audience for the Business Application track is expected to be non-technical resources. Sessions will comprise both the business strategy adopted as well as a tutorial on providing a solution. At a minimum a Business Application session will contain a tutorial component aimed at non-technical users for any track.

**Case Study:** The case study track will provide a focus on real world solutions and successes with Windows SharePoint Services (WSS) as well as Microsoft Office SharePoint Server (MOSS). Case Study presenters will present a story of their experiences with SharePoint 2007/2010. Case study emphasis can range from an enterprise wide deployment through to a team based WSS site. The ultimate desire is that presenters in these tracks will share lessons learned, measurable successes, as well as provide a summary of the steps taken along the way for the 400/500/600 tracks.

**Information Architecture:** Information Architects include those professionals who are responsible for focusing SharePoint on meaningful and measured business problems. A SharePoint deployment is only as good as the Information Architecture (IA) it is built upon. Many organizations are beginning to realize that the IA is essential to ensuring a collaboration solution that has accessible data, and a governance and control plan to ensure long term relevance. Topics include metadata design, mapping content types to taxonomy, and MOSS Search, through to

building and executing a comprehensive Enterprise information architecture strategy and business information model. Suggested tracks for IA sessions are 200/300/400/500.

## CALL FOR SPEAKERS GUIDE

### WHAT IS THE CALL FOR SPEAKERS?

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The call for speakers is an invitation to the SharePoint community to for subject matter experts submit an application to speak at the SharePoint Summit 2010.

### BENEFITS

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If selected, a speaker will receive:

- One complimentary registration pass to the event at which he/she presents
- Support and guidance from an expert track owner, and
- Recognition in the program guide, the Sharepointsummit.org site and on the events web site

### PROCESS

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Prior to entering an online submission, please read the following information regarding important deadlines and requirements.

1. Submit an application form via the [SharePoint Summit website](#) to be considered for a speaking opportunity. Preference will be given to a complete submission with a well-thought out abstract and full biography of the speaker
2. An initial review will be performed by the SharePoint Summit Editorial Committee and based on the results of this review, an email will be sent if you are selected to be a presenter
3. For the speakers that will be selected, we will request an outline of your presentation and provide feedback on the outline for potential adjustments.

Please contact [jhorth@sharepointsummit.org](mailto:jhorth@sharepointsummit.org) if you have any questions about the Call for Speakers process.

## WHAT WILL BE REQUIRED FROM THE SPEAKERS?

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- Selected speakers will be required to complete a speaker confirmation agreement. By agreeing to be a speaker, you authorize the SharePoint Summit to publish your name, company name, biography, and presentation abstract in any corresponding materials for the event. These materials include the conference program guide and web site, and may possibly include any video and/or audio tapes recorded during the event. The speaker is responsible for obtaining any necessary approvals from his/her employer, if applicable, and ensures that the content of the presentation does not infringe any copyright laws or non-disclosure agreement.
- Presentations should be written and delivered in English, and must be presented using the SharePoint Summit Microsoft® PowerPoint 2007 template that will be provided.
- We must receive your final PowerPoint presentation by the date specified in your speaker packet.
- Your speaker packet will provide additional information to help you prepare for your presentation.

## LOGISTICS

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- Speakers will present for approximately one hour during the session at the event. We highly suggest to keep a formal period of ten (10) minutes at the end of the presentation for questions and answers
- Audio and video equipment will be provided. However, you need to bring your own laptop and software for the presentation
- SharePoint Summit will communicate the date, time, and location of a session at least two weeks prior to the 2010 Summit

## SPEAKER REGISTRATION

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- If you are selected as a customer presenter, we will email you the speaker package that includes instructions on how to register and receive your complimentary registration pass.
- If you have already completed a paid registration for a user conference, please do not cancel your registration. We will adjust the event fees as necessary if you are selected.
- Please contact SharePoint Summit events manager [jhorth@sharepointsummit.org](mailto:jhorth@sharepointsummit.org) if you have any speaker registration questions.

FREQUENTLY ASKED QUESTIONS

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**Q: Can I Submit More Than One Topic for My Presentation?**

A: Yes. We encourage you to submit additional topics for consideration by the selection committee.

**Q: Can I Submit an Application on Behalf of Someone Else?**

A: Yes, provided you have their agreement. Confirmation emails will be sent to the email you include in your submission (whether it is your email or the speaker's email).

**Q: What Topics Should I Submit?**

A: Attendees expect sessions to be educational, practical, and actionable, particularly with content that will help maximize the value of projects and investments in SharePoint technology. Consider topics that interest you, topics on which you have in-depth knowledge, and topics from which others will learn something and apply to their jobs. All presentations will be grouped into the appropriate tracks for that event.

**Q: What Topics Should I Not Submit?**

A: Attendees want to know more than just *what* other users are doing; they value hearing the specifics of *why*, and most importantly, *how*. Avoid topics that describe a SharePoint implementation as a straightforward case study or a basic process such as installation, basic configuration, etc. Instead, present a success story, a unique solution, or a challenge that was resolved. Avoid topics that directly advocate the use of third-party software, hardware, or services.

**Q: Can Two People Present Together?**

A: Attendees generally prefer solo speakers because the presentation is more focused, crisp, and credible if it is delivered by one subject matter expert. Speakers may include a co-speaker at their discretion, however, SharePoint Summit only covers one event registration pass and travel expenses for one speaker. Please note that this policy is also communicated in the speaker packet.

**Q: How Do I Get More Information on the Call for Speakers Nomination Process?**

A: Please contact [jhorth@sharepointsummit.org](mailto:jhorth@sharepointsummit.org).

If the first three years were anything to go by, we fully expect all sessions to be fully booked in short order. Sign up today and secure yourself an opportunity to be positioned and considered as a leader in the North American SharePoint community!

**IMPORTANT DATES TO REMEMBER**

It is important that you respect the following deadlines in order to ensure the timely coordination of the SharePoint Summit.

- **January 15, 2010:** Deadline for the electronic submission of topic suggestions and presentation outline. Please send your proposal and outline(s) to [jhorth@sharepointsummit.org](mailto:jhorth@sharepointsummit.org)
- **March 23, 2010:** Deadline for electronic submissions of completed presentations. Please send your presentation files to [jhorth@sharepointsummit.org](mailto:jhorth@sharepointsummit.org)
- **April 12 to 14, 2010:** SharePoint Summit 2010

**LOCATION****Centre Mont-Royal**

2200 Mansfield

Montréal, Qc H3A 3R8 Canada

Tel: 514.844.2000 or 1.866.844.2200

Fax: 514.843.8500

[www.centremontroual.com](http://www.centremontroual.com)

**CONTACT INFORMATION**

**Josée Horth**

Event Coordinator

514.316.4567

[jhorth@sharepointsummit.org](mailto:jhorth@sharepointsummit.org)

## ARRIVAL AT THE SHAREPOINT SUMMIT

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You are requested to arrive at the registration desk at least 30 minutes prior to your presentation in order to verify all equipment and to accommodate any last minute changes. Upon your arrival, you will receive your speaker badge, SharePoint Summit material as well as any program updates.

## PRIVILEGE

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As a speaker you will have a full access complimentary pass to attend any of the 3 day conference sessions. *Note: Your conference pass is not transferable.*

## AUDIO-VISUAL

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SharePoint Summit 2010 will provide you with a multimedia projector and screen. Should require additional equipment, please contact:

### Josée Horth

[jhorth@sharepointsummit.org](mailto:jhorth@sharepointsummit.org)

514.316.4567

**Important: You must provide your laptop and software for your presentation.**

## HOTEL ACCOMMODATION

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### Hôtel Le Germain

2050, rue Mansfield

Montréal (Québec) H3A 1Y9

Tel: 514.849.2050 / 1 877 333.2050

Fax: 514.849.1437

If you would like to take advantage of the event corporate rate of \$200/night, you must mention your attendance of the **SharePoint Summit**. Reservations must be made by **March 23, 2009**, call 1.877.333.2050 or visit

[www.hotelgermain.com/](http://www.hotelgermain.com/)

## PREPARATION

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Due to extensive experience gathered from the previous conferences, we would like to provide you with some helpful tips:

1. Keep your audience's attention with visual aids by reinforcing the main points and providing the audience with an outline of the presentation.
  - ▶ Time each slide.
  - ▶ Use key words giving the audience a clear outline of your message (the human eye can read only about 40 characters at a time).
  - ▶ Use point forms rather than full sentences on slides. Elaborate during your presentation.
  - ▶ Limit each slide to one key topic and 6 bullets per slide
  - ▶ Highlight important points by using capital letters, color, bullets, and boldface type.
2. Design your slides to be clean and well structured.
  - ▶ Typeset your slides using a simple typeface.
  - ▶ Always start your text at the same place on each slide
  - ▶ Make sure that you insert plenty of blank space between bullets so the audience can focus on the message. Double space between each line.
  - ▶ Bar charts, pie charts, and tables are often too complex for presentations - Simplify them as much as possible.
3. It is critical to stay within your allocated time.
4. It is extremely important that you provide us with a copy of your presentation after the event in order to publish it on the SharePoint Summit Website. Please follow these few guidelines in order to avoid reproduction problems.
  - ▶ Send your electronic presentation in Microsoft PowerPoint format
  - ▶ Insert the SharePoint Summit logo on each slide
  - ▶ Avoid black backdrops

## SPEAKER ACCEPTANCE FORM

**April 12 to 14, 2010 - Centre Mont-Royal, Montreal**

We are pleased to inform you that your proposal to speak at the SharePoint Summit has been accepted! In order for us to go proceed with printing the conference program, we need you to agree and accept the following conditions, which will insure and maintain the quality of the SharePoint Summit event. The SharePoint Summit will grant you a complementary full conference pass allowing access to all sessions. However, please note that you will be responsible for your travel and accommodation expenses.

**Name:** \_\_\_\_\_**Company:** \_\_\_\_\_

- I confirm my presence at the SharePoint Summit 2010. No cancellation or substitute will be accepted by the conference organizers and committee
- I authorize SharePoint Summit 2010 to reproduce the content of my presentation as well as the topic description for commercial use: programs, copies for attendees, cd-rom, and web site (in PDF format, access to attendees only)
- I will incorporate the event's logo onto my presentation slides
- I guarantee that all the required material (Picture, Biography, Acceptance Form and Presentation) will be submitted on time, respecting the printed deadlines
- I agree to provide an electronic copy (PowerPoint) of my presentation no later than March 24<sup>th</sup>, 2010
- I will make sure that the presentation will be of an educational level only. Any sales or marketing presentations are strictly forbidden. Products should be discussed by type, not by vendor
- No promotional material from my company will be distributed during the conference.

**Signature:** \_\_\_\_\_ **Title:** \_\_\_\_\_**Date:** \_\_\_\_\_**Please return this form signed within the next 5 days to****[jhorth@sharepointsummit.org](mailto:jhorth@sharepointsummit.org)**