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Summit 2022 Overview



What is PASS Data Community Summit 2022?

It's the year's largest global gathering of professionals focused on the data platform, and we're excited to be hosting this hybrid conference, online and in-person, at the **Seattle Convention Center** in Washington, **November 15 – 18!**

Formerly known as PASS Summit, the annual conference has a history of being recognized, for 22 years, as the must-attend event for the global data community to **connect**, **share** and **learn** with thousands of their peers.

In **2021**, Redgate rebranded PASS Summit and launched the Data Community Summit, welcoming over 18,000 members of the global data platform community, online.

In **2022**, the conference continues to evolve, moving to a hybrid environment and welcoming attendees both online and in-person.

This year's Data Community Summit is more than a conference, it's a **homecoming and celebration** for both long-time and new members of the data community.

In this hybrid event, attendees can choose to attend Summit however they want, from anywhere in the world. Attendees will hear from industry-leading experts, make connections that advance their careers, and discover cutting-edge products and services for the data platform.

We've received overwhelming interest from the community that they want to reconvene in-person. By going hybrid we hope to bring back the buzz while providing a world-class experience for all.



We invite you to be part of our mission to help data professionals around the world advance in their careers and adopt cutting-edge solutions that propel themselves forward.





Why submit a proposal?



Connect

Previous speakers and attendees will tell you it's like a family reunion every year, and the atmosphere is one of community. Connect with long-time friends and meet new connections in this rapidly evolving industry.



Share

Reach a global data community to share your wisdom, insights and expertise. Help others to achieve their goals, solve tough challenges, and grow their knowledge.



Learn

Summit is not only an opportunity to hone your presentation skills and advance your speaking career, you'll also connect with and learn from other speakers who can help expand your knowledge and abilities.





Our Vision in 2022

To create a highly valuable and memorable hybrid experience for thousands of the data platform community.

We're delighted to bring back the excitement of the in-person Summit while providing an immersive online experience that helps thousands of data professionals make valuable connections and to grow their careers. This year we have a projected attendance of:









Program Information



Speaker Benefits

Pre-conference Speaker

(In-person)

- One 1-day in-person pre-con registration (day of pre-con)
- One 3-day in-person Summit registration
- \$200 USD honorarium per registered pre-con attendee
- \$250 USD flat fee speaker stipend
- Optional speaker shirt

Community Keynote Speaker

(In-person)

- One 3-day in-person Summit Registration
- \$1,000 USD flat fee speaker stipend
- Optional speaker shirt



Summit Speaker

(In-person)

- One 3-day in-person Summit Registration
- \$250 USD flat fee speaker stipend
- Optional speaker shirt

Summit Speaker

(Online)

- One 3-day online Summit Registration
- \$125 USD flat fee speaker stipend
- Optional speaker shirt

Lightning Talk / Panel Speaker

(In-person)

- \$50 USD flat fee speaker stipend
- Optional speaker shirt





2022 Themes



Time-honored

Technology, processes, and roles in the data industry are constantly shifting, but certain fundamentals continue to withstand the test of time.

Show attendees how to master essential foundational skills and share tips and tricks to ensure they are following best practices.



Ahead of the Curve

Share cutting edge ideas and technologies to progress attendees to new limits.

Explain new and emerging technologies and describe where trends are headed. Help attendees adapt and upgrade their skills and take a more advanced approach towards future proofing their careers.



Revolutionary

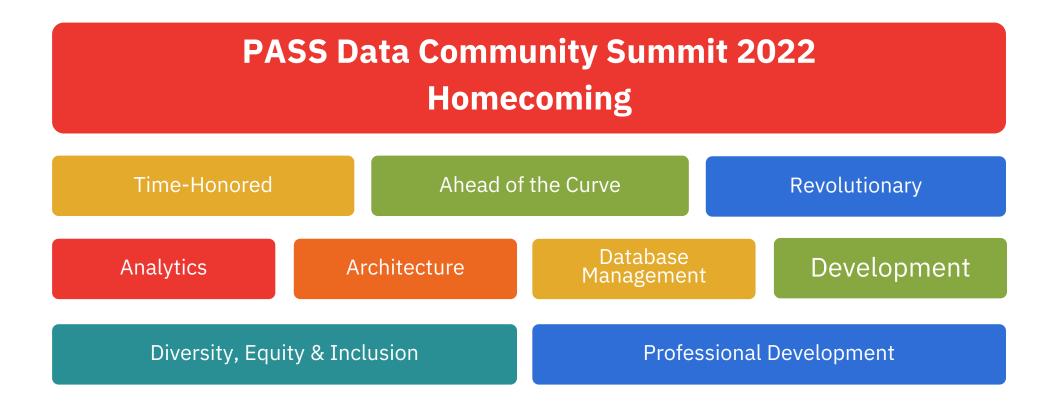
Help attendees challenge the status quo by inspiring and highlighting what's in the pipeline, whether that be new features or an alternative approach that could set attendees on a new path.

Demonstrate the benefits of embracing new technology and how to overcome challenges in innovative ways.





Content Framework







Session Levels \mathbf{Q}



Level	Experience	Description		
100	1 year	Some basic knowledge of technical concepts and features.		
200	2-3 years	Comfortable with technical concepts and features.		
300	4-6 years	Solid knowledge of the technology and features.		
400	6+ years	Advanced understanding of the technology and features.		
500	8+ years	Deep technical knowledge of the technology and features.		





Session Format

Summit will be a hybrid of **in-person** and **online sessions**, delivered by speakers onsite at the Seattle
Convention Center or remotely online.

As you begin the call for speakers process, please indicate which session format you plan to participate in. There are a specific number of sessions we are looking to fill for each format.





Submission Criteria

The call for speakers is open to everyone that would like to present at PASS Data Community Summit 2022.

While the general sessions do not have specific requirements, the Community Keynote and Pre-conference sessions do have key criteria that must be met in order to be considered. Please make sure to review the following criteria when submitting for either of these sessions.





Community Keynote Submission Criteria

To submit a **Community Keynote** proposal, you have or are:

- Considered a leader, or expert, in your field of focus or proposed topic.
- A seasoned speaker with a minimum of 8 years of experience, with consistently high ratings.
- Experienced in presenting keynotes, teaching full-day training courses and/or workshops, or have taught at college/university level.
- A credible source of information with a reliable and respectable public presence and following.





Pre-conference Submission Criteria

To submit a **Pre-conference** proposal, you have or are:

- Considered a leader, or expert, in your field of focus or proposed topic.
- A seasoned speaker with a minimum of 5 years of experience, with consistently high ratings.
- Experienced in teaching full-day training courses and/or workshops, or have taught at college or university level.
- A credible source of information with a reliable and respectable public presence.





Learning Pathways (Invite only)

Our goal this year is to take the learning pathways to another level.

It is our plan to provide attendees with a valuable learning experience that addresses, solves, or explains a specific problem, or method of change, through a series of curated sessions and speakers.

Pathway leads have been invited and asked to design a curriculum journey for an assigned topic. Each lead is responsible for designing their pathway from top to bottom, including the proposal and management of speakers for their pathways, with committee approval.

While the pathways are by invitation only this year, if you are interested in leading or participating in a pathway in future years, please indicate your interest on the session submission form.







Session Breakdown

205 sessions will be selected from this call for speakers.

The <u>Content Allocation</u> slide will outline the breakdown of sessions allocated by track.





Session Descriptions





In-person (hybrid attendance)



Live streamed and recorded

Recording will be made available after Summit for on-demand viewing



Pre-conference Session

In-person (hybrid attendance)

6.5-hrs content /
1.5-hrs breaks and Q&A

Live streamed and recorded (subject to speaker approval)

Online attendees participate in text chat Q&A (Pigeonhole platform)

Recording only available to registered attendees of respective pre-cons, until Sunday, November 20



Half-Day Summit Session

In-person (in-person attendance)

2-hrs content / 15-min break / 30-min Q&A

Recorded, not live streamed

Recording will be made available after Summit for on-demand viewing





Session Descriptions





In-person (hybrid attendance)



Live streamed and recorded

Online attendees participate in text chat Q&A (Pigeonhole platform)

Recording will be made available after Summit for on-demand viewing



Summit Session

In-person (in-person attendance)

60-mins content / 15-min Q&A

Recorded, not live streamed

Recording will be made available after Summit for ondemand viewing



Lightning Talks Session

In-person (in-person attendance)

10-mins content / No Q&A

Six 10-min talks within a 75-min session

Recorded, not live streamed

Recording will be made available after Summit for on-demand viewing





Session Descriptions



Live Stream Summit Session

Online (hybrid attendance)

45-mins of content / 15-min Q&A

Presented remotely with text chat Q&A (Pigeonhole platform)

Live streamed and recorded

Recording will be made available within 24-48 hours for on-demand viewing



On-Demand Summit Session

Online (hybrid attendance)

45-mins pre-recorded / No Q&A

On-Demand video will be available 2-weeks before Summit (Oct 31)



On-Demand Live Q&A

Online (hybrid attendance)

30-min live Q&A

A live Q&A session on the Kaltura Meeting Experience (KME) to discuss the on-demand session released 2-weeks before Summit

Recording will be made available after Summit for on-demand viewing





Content Allocation

205 Community Sessions to be selected from this call for speakers.

No. of Sessions	In-person Livestream	In-person General Session	Online Livestream	Online On-demand + Live Q&A
45	12	22	7	4
43	12	21	7	4
61	16	30	10	5
28	7	13	5	2
20	5	10	3	2
8	2	4	1	1
	Sessions 45 43 61 28 20	Sessions Livestream 45 12 43 12 61 16 28 7 20 5	Sessions Livestream General Session 45 12 22 43 12 21 61 16 30 28 7 13 20 5 10	Sessions Livestream General Session Livestream 45 12 22 7 43 12 21 7 61 16 30 10 28 7 13 5 20 5 10 3

^{*} Content allocations subject to change.







Call for Speakers



General Info



You can access the Call for Speakers on the Rainfocus event platform.

Before you start, please consider which format you would like to participate in, **Online** or **In-Person**.

You can also access the **Community Insights** survey results <u>here</u>.

Proposal Limits per speaker:

- 2x Community Keynote
- 2x Pre-conference Session
- 3x General Session
- **3x** Lightning Talk (preference given to new speakers)





What to Expect – Submission Process

Step 1

Session Proposal

Complete the session proposal form, entering all the required details of your proposed session.

Note: Learning pathways are by invitation this year and only those with a slated pathway session need to complete the Learning Pathway fields. If you would like to participate in a pathway at future events, please indicate your interest on the submission form.

Step 2

Add Participant

Add all participants for your proposal, including yourself and up to one co-speaker.

Step 3

Proposal Review

Review the key fields of your proposal.

Once satisfied, click the **Continue** button to submit your proposal.

A confirmation email will be sent to you.





First Time Submitting?

PASS Data Community Summit is an excellent way to get involved and to get to know the community. It's an opportunity for you to share your ideas and the work that you are doing with your peers and colleagues. Summit is an open and welcoming community conference for attendees to **Connect**, **Share**, and **Learn**.

We strongly encourage first-time speakers to submit proposals and get involved. All submissions will be considered without bias and on the basis of suitability to the themes and topics as reviewed by the volunteer Program Committee.







Advice from Seasoned Speakers

We asked the community on Twitter recently what advice seasoned speakers could share with those just starting out.

Check out the discussion here.



Community resources are also available via the **Speaker Improvement Library**:

newstarsofdata.com/speaker-improvement/



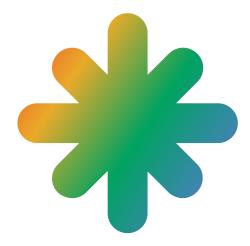
Additional Information

As you prepare your proposals, make sure to check out the results from our recent **Community Insights Survey**.

Your session submission should consist of new or updated content that will not be presented at another event within 3-months before or after Summit.

If selected, you will provide two short, 1-2-minute video clips that:

- Promote the presentation(s) that you have been selected to present.
- Promote the Summit in general, highlighting the benefits of attending.



Submission Considerations

As you write your proposals, a few things to consider:

- Keep the audience top of mind.
- > Review the Insights Infographic to understand the audience.
- Choose a title that is simple and engaging.
- Write an abstract with as much detail as possible and which outlines the value for attendees.
- What do you expect attendees to gain or walk away with after your presentation?
- With general session lengths between 45-60-minutes, limit the scope of your content to a specific topic, or aspect, on which to concentrate on to keep attendees engaged.











Submission Considerations Continued

- Provide alternative points of view or solutions using a range of platforms and/or tools, or best practices.
- Successful sessions typically focus on solving issues and providing useful tips & tricks, best practices, and/or new features and tools – however, blatant marketing and sales pitches will not be accepted as they are not received well.
- > Keep your proposal free of product, marketing, or sales pitches.
- Diversity is one of our key goals and we will be aiming to reach a 40% of diversity among our speeakers.





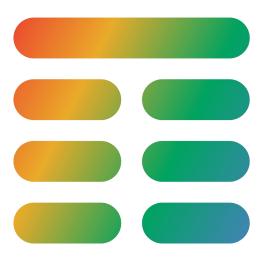






Session Selection

- Session selection takes place directly after the call for speakers closes and will run a total of 8-10 weeks.
- Sessions will be reviewed by track, by a minimum of 4 community volunteers who will rate each session blind (without seeing the speaker's name and profile).
- Once all the abstracts have been reviewed and scored by a committee of volunteers, the abstracts will go through the final selection process and be weighed across topics, tracks, and levels, with a focus on reaching a diversity goal of 40%.





Dates to Remember



March 10

Call for speakers opens



March 31

Call for speakers closes 11:59pm PST



June 15-17

Results notification



July 07

Announcement of program line-up

^{*} Dates are subject to change.





COVID-19

The health and safety of conference attendees is a priority for the Summit event team.

We will be following Washington state legislature and King County health authorities for the latest public health updates and their guidance on event entry requirements at the time of the conference (Nov 15-18). If you are travelling from overseas, please check international entry requirements ahead of your trip to the US.





Code of Conduct

PASS Data Community Summit is dedicated to providing a harassment-free experience for all participants.

We ask all submitters to review and honor our **Code of Conduct**.





Don't delay!

Submissions must be submitted online by: 11:59pm PST on Thursday, March 31!

Feel free to contact us for more information or if you have any questions about our hybrid Summit 2022 Call for Speakers.



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