

PASS  
**Data Community  
SUMMIT**



Call for Speakers (CFS) Guide

# Overview

PASS Data Community Summit is a premier event that brings together DBAs, Engineers, Architects, and Managers from all over the world to celebrate the community and support each other's personal and professional growth in the data industry.

A gathering that inspires us to **connect** through the **sharing** of information, and the opportunity to **learn** from each other – gaining knowledge, solving problems, and surfacing new trends.

This year's Summit takes place exclusively in person at the Seattle Convention Center, Washington.



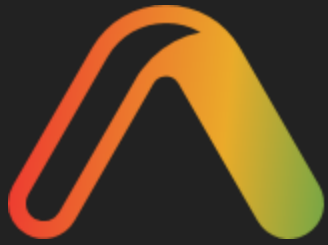
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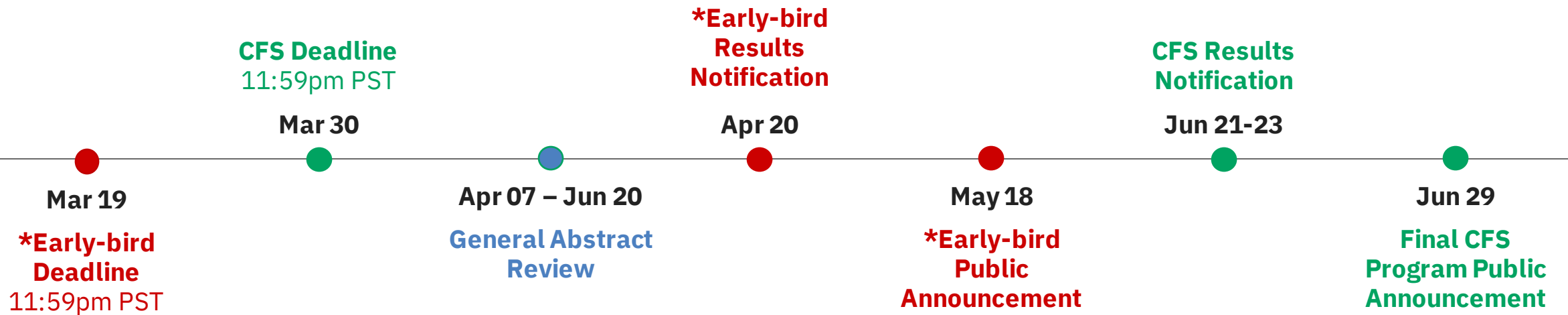
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# Dates to Remember & General Info



# Dates to Remember



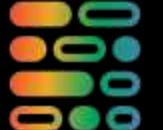
**\*Early-bird deadline** is for anyone submitting a **Pre-Con, Keynote**, and **Learning pathway** proposal. Those not selected as Early-bird picks will still be considered for the final program and notified of results in June.



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# Session Information



# General Info

PASS Data Community Summit 2023 will be **exclusively in person** at the **Seattle Convention Center, Washington, November 14-17.**

Selected speakers must be prepared to present onsite.

With the conference being in person, and based on the feedback from Summit 2022, we have simplified and reduced the program to a total of **173** sessions, broken down into **129** community presented sessions and **44** sponsor sessions.

# Session Allocation

**129 sessions** will be selected from this year's CFS.

Broken down by Category	No. of Sessions
Community Keynote	1
Deep Dive	4
General	93
Learning Pathway	25
Panel	3
Lightning Talks*	3

Broken down by Track	% of Sessions
Analytics	21%
Architecture	18%
Database Management	31%
Development	18%
Professional Development	12%

\***Lightning Talks:** A total of 18 lightning talks will be selected from the CFS to fill the three lightning talk sessions.



# Early-bird Selections

Early-bird selections are sessions that will be reviewed, selected, and published earlier (mid-late May) than the general program.

Sessions not selected as Early-bird picks will still be considered for the final program to be published at the end of June.

Early-bird selections include, Pre-Cons, Community Keynote, and Learning Pathways.

# Session Categories

## Pre-Con

Full-day Session

Submission Deadline:  
**March 19**

6.5-hours of content, two 15-minute breaks, and a 1-hour lunch.

Scheduled on Monday or Tuesday before Summit.

## Keynote

Community Keynote

Submission Deadline:  
**March 19**

1-hour of non-technical, community driven content.

Scheduled on Friday.

## Deep Dive

Previously Half-day

Submission Deadline:  
**March 30**

2.25-hours of content, 15-minute break, and a 15-minute Q&A.

Scheduled after lunch on Wednesday and Thursday.

## General

Traditional Session

Submission Deadline:  
**March 30**

75-minutes with 60-minutes of content and a 15-minute Q&A.

Scheduled Wednesday through Friday.

**NOTE:** This year's Summit takes place exclusively in person at the Seattle Convention Center, Washington. All speakers must be prepared to present onsite.

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# Session Categories Cont'd.

## Learning Pathway

Submission Deadline: **March 19**

An organized pathway of five General sessions.  
Consists of 3-5 speakers, each presenting one or two sessions at most.

## Panel

Submission Deadline: **March 30**

A 75-minute session with a 60-minute discussion and 15-minute Q&A.  
Each panel session consists of 3-4 panel speakers and 1 moderator.

## Lightning Talk

Submission Deadline: **March 30**

A 10-minute talk.  
Selected talks grouped into a General session with 5 other talks and 1 moderator.

**NOTE:** This year's Summit takes place exclusively in person at the Seattle Convention Center, Washington.  
All speakers must be prepared to present onsite.

# Session Levels

**100**

Everyone

**Introductory**

No prior knowledge or experience.

**200**

Beginners

**Fundamental**

Basic understanding, familiarity, and experience.

**300**

Experienced

**Challenging**

Firm understanding and day-to-day experience.

**400**

Expert

**Difficult**

Advanced knowledge, skills, experience, and problem solving.

# Tracks & Topics

The following slides include a list of topics per track.

Those in **green** are topics that we would like to see more of.

# Analytics

Topics surrounding the process of analyzing of data including loading, cleaning, and querying of data for purely reporting purposes.

Advanced Analytics	Data Architecture (i.e., process of requirements gathering, mining, cleansing, etc.)	ETL	Python/R
AI & ML (i.e., ChatGPT)	Data Lake	Grafana	Reporting
AWS Redshift/GCP Warehousing	Data Science (in support of, not execution)	Microsoft Azure Data Factory	Snowflake
Big Data	Data Warehousing	Microsoft Azure Synapse	Statistics
Business Intelligence (technological and strategic)	DAX	Microsoft Power BI	Storytelling & Visualization
Cognitive Services	Digital Transformation	Neural Networks	

# Architecture

Topics about how computing processes and systems are structured. These may include high-level system configuration, data structures, internal processing, database design, etc. Generally, these topics should not be about writing code so much as why platforms, languages, etc. are set up or built in a certain way. Note that architecture topics may share some characteristics with other technical topics.

AI (i.e., ChatGPT, suggestion engines, search, etc.)	Database Design	Kubernetes	Protection & Privacy
AI Ethics (i.e., privacy, use of information, etc.)	Docker/Containers	Microsoft Azure	Scalability
APIs	Enterprise	Migration	Security
Blockchain	Hardware Virtualization	Modeling	Storage
Cloud (i.e., AWS, Azure, Google Cloud, etc.)	Hybrid Environment	Modernization	Strategy (i.e., cross-platforms, differences between RDBMS platforms, etc.)
Database Architecture	IT Infrastructure	On-Prem	

# Database Management

Tools and concepts about the ongoing management of different data processing platforms. Includes topics on backups and restores, performance tuning, installation, security, and any activities that are required to keep databases running their best.

Accidental DBA/Beginner	High Availability	MongoDB	PostgreSQL
Amazon Web Services (AWS)	InMemory	Monitoring & Auditing	Query Store
Backup & Restore	Microsoft Azure	MySQL	Reporting Services
Cloud	Microsoft SQL Managed Instance	Multi-platform (PostgreSQL, MySQL, Oracle, MongoDB, etc.)	SSAS/SSRS
CosmosDB	Microsoft SQL Server 2014-2016	NoSQL	SSIS
Database Administration	Microsoft SQL Server 2017	Open Source	User Access & Management
DevOps	Microsoft SQL Server 2019	Oracle	
Governance & Compliance	Microsoft SQL Server 2022	Performance & Troubleshooting	



# Development

Writing code in any language that is used to do business, including procedural and relational programming, for any reason other than strictly analytics or data platform management. For example, writing code to manage backups would be database management, while writing code to general processes like capture customer data would be development.

.NET	Deployment	JSON	Source Code
Application Development	DevOps	Kubernetes	T-SQL
Automation	Docker/Containers	Microservices	User Access & Management
C#	Entity Framework	Open Source	
Cassandra	ETL	Other ORMs (Object-Relational Mapping)	
CI/CD	IoT	PowerShell	
Databricks	Javascript	Python	

# Professional Development

Typically, non-technical sessions that have a goal of teaching about the processes of developing the attendee as an employee or as a person. Topics could include teaching about things like collaboration, mental health, life-work balance, diversity, equity, inclusion, belonging, or accessibility.

Career Development	DEIB – Being an Ally	Imposter Syndrome	Salary Negotiation
Communication Skills	DEIB - Corporate Culture	Leadership Mentoring & Coaching	Teaching & Presentation Skills
Community & Volunteering	DEIB - Fundamentals	Networking	Technical Writing
Diversity Equity Inclusion & Belonging (DEIB)	DEIB - Inclusive Leadership	Project & Time Management	
DEIB - Accessibility	Effective Collaboration	Public Speaking	



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# Preparing your Proposal



# Diversity, Equity, Inclusion & Belonging

We're continuing our efforts to make Summit a diverse, accessible and inclusive conference.

To support this, we expect all speakers to consider how to make their sessions and content accessible for all.

We'll publish a full statement for what Diversity, Equity, Inclusion & Belonging (DEIB) means for Summit in the coming weeks. In the meantime, here are a few things to consider when preparing your submissions and session materials:

- Increase representation of diversity, which could be visible or invisible differences. Everyone at Summit should feel they can show up as their authentic self.
- Ensure fair access to opportunities for everyone, by spotting individual and systemic biases. Initiate or welcome discussion to recognise and respond to bias.
- Foster an environment where people with different identities feel welcomed, valued and safe.

We're also interested to know what we can do to support you, our speakers, to make the event inclusive for you. You'll be able to provide this information when you register for Summit.



# 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 to share your ideas, experiences, and work that you are doing with your peers and colleagues. Summit is an open and welcoming community conference where all are welcome to **Connect**, **Share**, and **Learn**.

Whether you speak in other communities, or have only spoken at local events, we strongly encourage first-time speakers to submit proposals and get involved.

All submissions are considered without bias and based on suitability to the overall program as reviewed by the volunteer Program Committee. Please note that there are specific criteria required to submit for some of the session categories, like a Pre-con or Keynote, so please make sure to review the requirements for each session category.

# Getting Started

Please review the submission requirements, suggested considerations, and what to avoid.

**Want to know what the community thinks?**  
Check out the [Community Insights Survey](#) results.

**Remember**, this year's Summit is in person and all speakers must be prepared to present onsite.

# Getting Started

- You may submit a total of **six proposals** across all session categories.
- Before submitting your proposals, review the requirements for each session category, as well as the suggested considerations and what to avoid.

# Community Keynote

To submit a **Community Keynote**, you must:

- Be an active and engaged member of the community who can inspire, entertain, and inform attendees on a non-technical topic.
- Have a minimum of **8-10 years of speaking experience**;
- Be a credible source of information with a reliable and respectable public presence.



# Pre-Con

## To submit a **Pre-Con**, you must:

- Be a leader or expert in your field or proposed topic;
- Be experienced in teaching full-day courses, lab workshops, or have taught at college/university level;
- **Have a minimum of 2 years of speaking experience;**
- Be a credible source of information with a reliable and respectable public presence.

# Deep Dive

To submit a **Deep Dive**, you must:

- Be a leader or expert in your field, or proposed topic;
- Be experienced in teaching half or full-day courses, lab workshops;
- **Have a minimum of 2 years of speaking experience;**
- Be a credible source of information with a reliable and respectable public presence.

# Learning Pathway

To submit a **Learning Pathway**, you must:

- Prepare a detailed outline of the pathway session and speakers;
- Have a minimum of 3 speakers, to a maximum of 5 (one speaker per session with no speaker presenting more than two sessions);
- Keep diversity in mind as you select your session speakers. In an effort to increase speaker diversity, preference will be given to learning pathways with at least one speaker from an underrepresented group;
- Submit your learning pathway proposal as a session submission – all speakers must be added as participants for the proposal to be considered.

# General

## To submit a **General** session, you must:

- Be experienced and knowledgeable in your field, or proposed topic;
- Have experience in presenting and public speaking (i.e., within your company, at a local user group, or other events)
- Be a credible source of information with a reliable and respectable public presence.

# Panel

## To submit a **Panel** session, you must:

- Ensure that your panel topic is engaging and will encourage a lively discussion;
- Provide an outline of the panel discussion;
- 3-5 speakers and 1 moderator are required and must be added as Participants in the proposal, however, substitutions can be made later as necessary;
- Keep diversity in mind as you select your session speakers. In an effort to increase speaker diversity, preference will be given to learning pathways with at least one speaker from an underrepresented group;

# Lightning Talk

To submit a **Lightning Talk**, you must:

- Be experienced and knowledgeable in your field, or proposed topic;
- Have some experience in presenting and public speaking;
- Be a credible source of information with a reliable and respectable public presence.

# Considerations

## Things to think about when writing your proposal:

- What do you expect your audience to learn? (list 1-3 goals or takeaways)
- Keep it simple. Ensure your **Title** and **Abstract** clearly identify what your session is about.
- Requirements? What knowledge and/or experience will your audience need?
- Make sure that your session focuses on teaching, solving problems, and/or best practices.

# What to Avoid

## What to avoid when writing your proposal:

- Product, marketing, and sales pitches should not be included in your presentation. These take away from the integrity of our event and are rarely well-received by attendees.
- There are many ways to give a presentation without focusing on company-specific ventures.
- Remember the list of [Considerations](#), above, when writing your proposal and think of ways to make it interesting and engaging, while still sharing your experiences and educating attendees on your topic.



# Advice

## Need some advice?

Take advantage of the invaluable advice from seasoned speakers in a Twitter discussion [here](#), and from a [Speaker Improvement Library](#) from New Stars of Data.



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# How to Submit your Proposal



# What to expect

## Step 1

### CFS Portal

Visit the [Call for Speakers portal](#) and review this submission guide in full before starting your proposal.

We recommend that you also check out the results from this year's [Community Insights Survey](#).

## Step 2

### Session Proposal

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

## Step 3

### Add Participants

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

## Step 4

### Confirmation

Review the key fields of your proposal.

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

An email will be sent to all participants.

# Session Proposal

1

## Category

Select your session [Category](#).

2

## Track

Select the [Track](#) that best suits your session.

3

## Topics

Review the [Topics](#) and select those that apply.

4

## Level

Select the [Level](#) of your intended audience.

5

## Title

Clearly identify what your session is about.

6

## Abstract

Simple description of what the session is about.

7

## Prerequisites

Any prerequisites required to attend?

8

## Goals

What will attendees walk away with?

9

## OPTIONAL: Presentation sample of a previous presentation

Show us what you can do! Add a link or upload a video.

**Mp4 preferred, no more than 1GB, and named as follows:**

FIRSTNAME\_LASTNAME\_TITLE\_SESSIONCATEGORY\_DATE

(i.e., marcella\_mckeown\_ProDev\_2023-03-09)

# Add Participants

**1**

## **Role**

Select the role of the participant.

**2**

## **Speaker Info**

Enter the speaker's name.

**3**

## **Add Participant**

Add or verify the speaker if they are already in the system.

**4**

## **Verify Experience**

Add up to 5 of the top events, that you have spoken at in the last 5-years or attest to the experience of the speaker that you are adding.

**5**

## **Continue**

Repeat if more than one speaker or moderator and then Continue.

# Confirmation

## Confirmation

This page thanks you for your submission and includes some key details from your proposal – *the abstract will have a box around it so you can read your abstract in full.*

**You, and the participants you've added, will receive a confirmation by email.**

When you return to the **Home** page, your newly submitted session will appear at the bottom of the page and can be edited right up to the closing of the CFS on **Thursday, March 30 at 11:59pm PST.**

# Abstract Review & Selection

**A multi-phased selection process that takes place directly after the CFS closes and runs for a total of 9-10 weeks.**

- In **phase 1**, sessions are reviewed by Track, and by a minimum of 4 volunteers who will rate each session blind (without seeing the speaker's name and profile – **please do not include your name in your abstracts**).
- In **phase 2**, the reviewed and scored proposals go through another review with the speaker names included.
- In **phase 3**, the final review, the proposals are considered and weighed across all topics, tracks, and levels, with a strong DEIB commitment to reach our diversity goal of 40% of speakers from underrepresented groups.

# Speaker Benefits

## Pre-Con

### Registration

1-day Pre-Con Reg  
3-day Summit Reg

### Hotel\*

1-night hotel

### Honorarium

\$200 USD per  
registered attendee

### Optional

Speaker Shirt

## Keynote

### Registration

3-day Summit Reg

### Hotel\*

1-night hotel

### Honorarium

One-time  
flat-fee, payment of  
\$1,000 USD

### Optional

Speaker Shirt

## Deep Dive & General

### Registration

3-day Summit Reg

### Hotel\*

1-night hotel

### Optional

Speaker Shirt

## Panel & Lightning Talk

### Registration

3-day Summit Reg

### Optional

Speaker Shirt

**\*Hotel:** 1-night hotel per speaker, regardless of the number of sessions presented. *Restrictions may apply as outlined in the speaker agreement.*



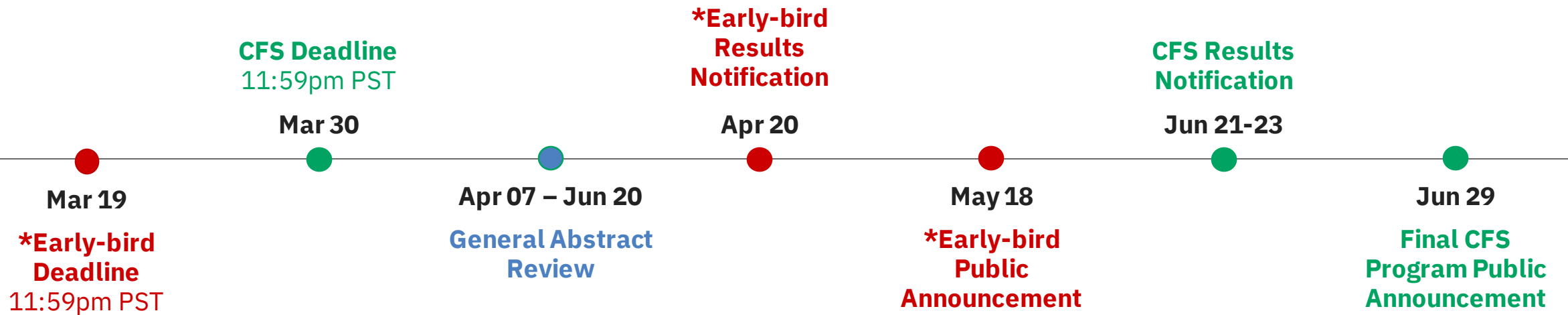
# Code of Conduct

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

We ask that all submitters review and honor our [Code of Conduct](#).



# Dates to Remember



**\*Early-bird deadline** is for anyone submitting a **Pre-Con**, **Keynote**, and **Learning pathway** proposal. Those not selected as Early-bird picks will still be considered for the final program and notified of results in June.

# Don't delay!

**Submissions must be completed by:  
11:59pm PST on Thursday, March 30!**

If you have any questions regarding the CFS process, please contact us at [speakers@passummit.com](mailto:speakers@passummit.com)

