

Call for Speakers Guide

What Is Call for Speakers?

The call for speakers is an invitation to our customers to submit an application to speak at our user conferences – the MicroStrategy Symposia, annual MicroStrategy World, and MicroStrategy Technology Day events.

Benefits

If selected, a customer presenter will receive:

- One complimentary registration pass to the event at which he/she presents;
- One roundtrip, economy class flight and hotel stay for the number of days specified in the speaker packet;
- Support and guidance from an expert MicroStrategy track owner; and
- Recognition in the program guide and on the MicroStrategy events web site.

Process

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

1. You must submit an online application form to be considered for a speaking opportunity. Preference will be given to a complete submission with a well-thought out abstract and full biography.
2. MicroStrategy will send you an email if you are selected to be a customer presenter.
3. Please contact us if you have any questions about the Call for Speakers process.

What Are Speakers Signing up For?

1. Selected speakers will be required to complete a speaker confirmation agreement (page 2 of the speaker packet). By agreeing to be a customer speaker, you authorize MicroStrategy to publish your name, company name, biography, and presentation abstract in the 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.
2. Presentations should be written and delivered in English, and must be presented using the Microsoft® PowerPoint template we provide.
3. We must receive your final PowerPoint presentation by the date specified in your speaker packet.
4. Your speaker packet will provide additional information to help you prepare for your presentation.

Logistics

1. Customer speakers will present for approximately one hour during the customer session at the event.
2. Customer speakers receive one complimentary full registration pass. Only one complimentary registration pass will be given per customer accepted. MicroStrategy will also reimburse one customer speaker with a roundtrip flight not to exceed the amount specified in the speaker packet, and hotel stay for the number of days specified in the speaker packet.
3. MicroStrategy will communicate the date, time, and location of a customer's presentation at least two weeks prior to the event at which the customer is speaking.

Speaker Registration

1. If you are selected as a customer presenter, we will email you the speaker packet that includes instructions on how to register and receive your complimentary registration pass.



2. 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.
3. Please contact MicroStrategy events if you have any speaker registration questions.

Frequently Asked Questions

Can I Submit More Than One Topic for My Customer Presentation?

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

Can I Submit an Application on Behalf of Someone Else?

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).

What Topics Should I Submit?

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

What Topics Should I Not Submit?

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 MicroStrategy implementation as a straightforward case study. 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.

Can Two People Present Together?

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

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

Please contact ccahill@microstrategy.com.