

# How to Submit a Summit Session Proposal

## 10 September 2021

2022 Summit Conference Chair

Alyssa Fox

# 2022 STC Summit Theme

“The Booming Business of Content:  
A New Era, New Opportunities”



# 2022 STC Summit Committee



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For more information, visit: <https://summit.stc.org/conference-committee/>

# Today's Agenda

- Preparing Your Proposal
- Submitting Your Session
- Other Considerations
- Questions

# Preparing Your Proposal



# Preparing Your Proposal

- Use the [proposal template](#)

# STC 2022 Technical Communication Summit Conference & Expo

## Proposal Preparation Form

Onsite Conference  
Rosemont (Chicago), IL, USA  
15-18 May 2022

This year's theme is **The Booming Business of Content: A New Era, New Opportunities**. As content becomes more and more democratized, technical communicators have the opportunity to significantly impact businesses. Our power as content creators is on the rise and it's up to us to be the connectors, relationship builders, and influencers our organizations need during this massive growth.

The Conference Committee recommends that you prepare your proposal in its entirety before entering it into the official STC Summit online proposal submission form and submitting it. Save this document for your records.

STC 2022 Summit Proposal Submission Form: <https://summit.stc.org/call-for-proposals>

You may submit up to 3 proposals for education sessions and 2 proposals for preconference workshops, for a limit of 5 total proposals (maximum of 2 speakers per proposal). Individuals whose proposals are accepted will be limited to no more than 1 education session and 1 preconference workshop, depending on program availability.

*NOTE: You may propose only education sessions and preconference workshops through this process. Please do not propose keynote presentations. To discuss prospective keynotes, contact the Conference Committee directly at [stcsummit@gmail.com](mailto:stcsummit@gmail.com).*

**Proposal submission deadline is 11:59 PM US Eastern Time on Thursday, 30 September 2021.**

When submitting a proposal, please take the following into consideration:

- Make sure your session titles are clear and convey what the talk will be about. Session titles that are only humorous, use business jargon, or are an attempt to draw attendees are not recommended.
- Play to your strengths. Yes, you may be good at a lot of things, but what's the thing that everyone comes and asks you about all the time? Maybe you're the advocate for why UX is so important, or the expert on content operations and how it ties functions together. The specific knowledge you can share will be your advantage as a presenter.
- Focus on your audience. Of course you can talk about your experience and what you did that was amazing, but show them the steps you took and your thought process so they

# Preparing Your Proposal

- Use the [proposal template](#)
- Sell your session
  - Title
  - Abstract
  - Session details
  - Audience level

# Preparing Your Proposal: Title

## **Before**

AI in Action

Open Source Documentation

Teaching Online

Technical Editing 101

Top 10 DITA Tips

## **After**

AI in Action: How Machine Learning Is Changing Instructional Design

Documentation Strategies for Open Source Projects

Tips, Tricks, and Techniques for Engaging Virtual Learners

Editing People Who Hate to be Edited

10 Ways DITA Can Drive a Unified Content Strategy

# Preparing Your Proposal: Abstract

Agile is a modern approach to software development, but at times it can seem like Alphabet Soup! What's the difference between SAFe, LeSS, Spotify, and Scrum@Scale ... and why does it matter? Attend this session to learn how to work effectively in an Agile environment.



# Preparing Your Proposal: Session Details

Agile is a lightweight software development approach that works iteratively in short cycles ("sprints"), using small, cross-functional teams. Requirements and solutions evolve through interactions between the development team and customers/end users. The goal of Agile is to produce a higher-quality product, more quickly, while driving higher value for the customer and eliminating wasteful work.

Traditional technical writing processes are linear, but documentation in an Agile environment must evolve iteratively as the product evolves. For technical communicators who want to advance their careers, becoming adept at working in an Agile environment is absolutely critical. This session is for practitioners who are new to Agile development.

Key takeaways:

- What you need to know, including various frameworks for scaling Agile (SAFe, LeSS, Spotify, Scrum@Scale)
- What you need to do as an integral member of an Agile development team
- How to increase your value to your product and your team



# Preparing Your Proposal: Audience Level

## **Foundation**

This session introduces the basics of business acumen for **entry-level** professionals.

## **Applied**

This session is intended for **mid-career** professionals (5 to 10 years) seeking to apply knowledge in new ways or with exemplary implementations.

## **Strategic**

This session provides **experienced** professionals strategies for acquiring more diverse work experience, analysis of more complex problems, and building solutions.



# Preparing Your Proposal

- Use the [proposal template](#)
- Sell your session
  - Title
  - Abstract
  - Session details
  - Audience level
- Establish credibility as a speaker and SME
  - Bio
  - Speaker experience
  - Web presence
  - Video submission

# Preparing Your Proposal: Establish Credibility

## Bio

- Shape your bio to best fit what you are speaking about. People read it to help them understand why you're credible on your topic.
- Other good tips from Scott Berkun, previous STC Summit keynote speaker: <https://scottberkun.com/2013/how-to-write-a-good-bio/>

## Speaker Experience and Web Presence

- Speaker experience: gives us a feel for your areas of expertise and level of public speaking experience
- Web presence: shows us content from previous talks and thought leadership positions on your areas of expertise



# Preparing Your Proposal: Video Submission

- The video submission is not required but is highly recommended.
- Link to YouTube, Vimeo, or other video of you describing your topic and what you plan to talk about in your session.
- **Does not need to be super-polished, highly produced, or fancy in any way.** We just need to see you and hear the audio clearly.
- **Video should be no more than 3 minutes.**
- Video won't be used in first round of review but will be used in second round of review.

# Submitting Your Session



# Submitting Your Session

- Use the online form:
  - [shorturl.at/jptLN](https://shorturl.at/jptLN)

# STC 2022 Technical Communication Summit Proposal Submission Form

You are invited to submit your education session or preconference workshop proposal for consideration to be included on the program for the Society for Technical Communication (STC) 2022 Technical Communication Summit Conference & Expo.

Onsite Conference  
Chicago Rosemont, Illinois USA  
15-18 May 2022

This year's theme is The Booming Business of Content: A New Era, New Opportunities. As content becomes more and more democratized, technical communicators have the opportunity to significantly impact businesses. Our power as content creators is on the rise and it's up to us to be the connectors, relationship builders, and influencers our organizations need during this massive growth.

For your reference:

- Call for Proposals: <https://summit.stc.org/call-for-proposals/>
- Topic Ideas: <https://summit.stc.org/call-for-proposals/summit-topics-and-ideas/>
- Session Types and Audience Levels: <https://summit.stc.org/call-for-proposals/session-types/>
- STC home page: <https://www.stc.org/>
- STC Summit home page: <https://summit.stc.org/>

The Conference Committee suggests you prepare your proposal in its entirety before completing this form.

Proposal Preparation Form (Microsoft Word format): <https://summit.stc.org/wp-content/uploads/2021/08/2022-STC-Summit-CFP-Proposal-Preparation-Form-Aug->

# Submitting Your Session

- Use the online form:
  - [shorturl.at/jptLN](https://shorturl.at/jptLN)
- Submit by **Thursday, 30 September**
- Look for an acknowledgement email from [stcsummit@gmail.com](mailto:stcsummit@gmail.com)
- Watch for proposal status in late October

# Submission and Acceptance Limits

- Limit of 2 speakers per session
- Limit of 5 proposals per speaker
  - 3 sessions + 2 preconference workshops
- Limit of 2 acceptances per speaker
  - 1 session + 1 workshop
  - Depends on program availability

# Other Considerations



# Proposal Review Process

- Two reviews for regular session proposals:
  - Individual review
  - Consensus review
- Reviews are double-blind at the individual level:
  - Reviewers won't know who submitted proposals
  - Submitters won't know who reviewed them
- During consensus review, the team checks for proposal submission and acceptance limits, speaker experience, gaps in topics, video review, and more.
- Any gaps in programming topics are typically filled with invited speakers.
- Workshop proposals are reviewed by consensus review only.

# For more information...

- More details available at [summit.stc.org/call-for-proposals/](http://summit.stc.org/call-for-proposals/)
  - This deck will be posted on the Call for Proposals web page.
- Check out our [FAQs](#)
- Send questions to [stcsummit@gmail.com](mailto:stcsummit@gmail.com)

**Questions?**



We look forward to your contributions ...

**Thank you!**

