HOW TO BE AN ISACA SPEAKER
OUTLINE

• Abstract Submission & Learning Objectives
• Submission Review: Internal Process
• Presentation & Feedback
• Tips & Tricks
ABSTRACT SUBMISSION & LEARNING OBJECTIVES

Below are a few things to keep in mind when submitting your abstract. To help ensure your conference submission is accepted please follow these simple guidelines.

- Focus on the latest industry trends [align to conference theme & topic areas]
- Educational content [not a commercial or sales pitch]
- Learning objectives [to the point & attention-grabbing]
ABSTRACT SUBMISSION & LEARNING OBJECTIVES

Based on feedback from our internal SMEs, below are a few tips and tricks to consider when submitting your abstract.

- Use case studies and real world examples
- If you submitted a similar session in the past, make sure to update it before resubmitting
  - Review previous session feedback and adjust accordingly
  - Align to the latest industry trends
  - DO NOT submit the same session multiple years in a row
- Be original!
  - We get multiple sessions on the same topic; make yours stand out!

Your chances of being selected are greater if you are **self-funding**. Session speakers receive complimentary conference registration. [ISACA does not cover session speaker travel/expenses].
SUBMISSION REVIEW: INTERNAL PROCESS

SME Review
[3-4 weeks after call for papers is closed]

[If Applicable]
Revision Requested
1. To better fit our theme
2. To revise title
3. To change learning level

Program Content Placement

Accept/Reject Letters Sent
[7 weeks after call for papers is closed]

Total Time after call for paper is closed: 7-8 weeks
Increase your odds; submit multiple abstracts for multiple conferences!

- Create relevant content for different topic areas
- It is possible to have more than one submission chosen per conference
- There is no limit to the number of abstracts you submit per conference
- Keep your submissions fresh and make them stand out to have the best chance of being selected!
SUBMISSION REVIEW

Below are a few more things to consider when submitting your abstract:

- Include any Co-Speaker information at the time of submission
- Choose the proper learning level when submitting your abstract
  - This is taken into consideration when building the grid
- Learning objectives are a big part of why your submission is accepted/rejected [DO NOT use TBD]

If your submission is accepted, take note and adhere to important deadlines.

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PRESENTATION & FEEDBACK

Below are a few things to keep in mind when developing content for your submission. To help ensure your conference submission is accepted please follow these simple guidelines.

**FORMAT PROPERLY**
[make sure it’s large and readable to the entire audience, even from the back of the room]

**KEEP IT PROFESSIONAL**
[keep all images and language professional and cite all references]

**USE PROVIDED TEMPLATE**
[DO NOT cover or remove ISACA branding, feel free to add your company logo and information]
Poor final evaluations when presentations are not available pre-conference.

Attendees want to see presentations ahead of time.

Increase your visibility.

Complimentary conference registration.

Final presentations are very important to attendees! Get them in on time.

Increase your session attendance.
PRESENTATION & FEEDBACK

Based on feedback from highly rated past sessions, below are some tips and tricks to consider when submitting your presentation:

• Attendees want actionable takeaways, not academic/theories
  • Practical guidance they can apply in their role immediately
• Stay away from introductory level explanations, especially in higher learning level presentations

Remember, the attendees mostly have 10+ years of experience.
GOOD LUCK

• We use past feedback to choose current speakers, so use these guidelines and your chances of being selected for multiple years and events will increase.

• If you should finish your presentation early, have a couple of discussion topics in mind.
  • People want to get the most out of the sessions they choose, so maximize the hour.

• Attending complimentary events is recommended as it will increase your visibility and networking opportunities!

Thank you! Any questions, please contact speakers@isaca.org.