Tips and Best Practices from the SIA Education@ISC Advisory Board:

As a committee, our goal is to offer thought leadership on technology solutions, implementation strategies, market trends, business service models, business, organizational best practices, and any other aspects of business that move the industry forward. We have a keen interest in avoiding sessions that could be perceived as "commercials" promoting individuals, companies, products or services. Please use these two guiding principles when drafting your proposal submission to improve your chances of selection.

Best Practices:

Panel discussions or group presentations are preferred, especially when talking about a specific technology. Try to recruit speakers from different parts of the security ecosystem (manufacturer, end user, consultant, integrator).

Submissions by individual speakers that focus on a specific technology or service and seek to explain why the technology or service is valuable to the audience are highly encouraged if the goal is education. The SIA Education@ISC Advisory Board tends to score submission as "low" if the proposal has an implied commercial value that is greater than the value of the education.

Case studies that paint a picture of a complete solution are well received. It is safe to assume that SIA Education@ISC conference attendees have a "need" or "problem" and are looking for a plausible solution. Therefore, real-world case studies - within various environmental settings - are highly relatable.

Know Your Audience: Who Attends ISC West?

Presentation Title: Neutral concept that conveys the overarching goal of the education track and its particular focus area.

Job Titles & Experience: Should be relevant to the material being presented. Product managers, application engineers, and technical titles usually do well. Marketing or sales titles appear as they could be a commercial.

Brevity:

- Biography: Ideally 50-75 words per presenter; max of 125 words.
- Description: A brief & specific paragraph on what is going to be conveyed during the presentation. Limit to 125 words.
- Outline: 3-5 bullet points that deliver the key takeaways of the presentation. Target 15 words per bullet; max of 25 words per bullet