



NIWeek
»»» 2020

May 18–20, Austin, TX

NIWeek 2020: Call for Speakers Guidelines

Thank you for your interest in becoming a technical session speaker at NIWeek 2020! This premier conference for automated test and automated measurement professionals connects thousands of participants from around the world and provides a forum in which engineers and industry leaders can learn from experts like you in the areas that matter most to them. As a speaker, you're in a position to provide the clarity, knowledge, and skills to empower the engineering community and launch your field into the future while establishing yourself as a thought leader.

Please review these guidelines to learn how to apply to be a technical session speaker. Speakers receive a complimentary full conference pass, a special gift from NI, and access to the speaker's lounge, which includes catered meals and snacks.

If you have any questions about the application process, please contact presentations@ni.com. Thank you for your willingness to help make NIWeek 2020 a success.

About NIWeek 2020

NIWeek helps participants discover new technologies and techniques in their industries while developing new skills to help engineer better products, improve business processes, and make the world a better place through innovation. The technical sessions are effective platforms for reaching thousands of attendees from around the world, many of whom benefit from the sound advice and expertise that trusted experts like you provide. In fact, one of the main reasons that participants return to NIWeek year after year is to exchange ideas with the high-caliber speakers that the conference attracts.

NIWeek 2020 Technical Tracks

Based on feedback we received from the engineering community, the technical session tracks for NIWeek 2020 have been recalibrated to reflect the current engineering landscape and specific challenges that industries face. Unlike previous NIWeek conferences, NI is upping the number of technical session tracks from two to four to spotlight areas that are most critical for continued innovation.

Engineering Skills Track

This track provides technical advice on the tangible engineering skills and cost-effective practices necessary to design high-quality solutions quickly and efficiently. Sessions in this track must provide a deeper understanding of how components work and include content that's geared toward intermediate and advanced levels.

Potential topics include:

- Design First/Clean Code
- Frameworks
- Optimization
- Modularity
- Packaging/Deployment

Solutions Discovery Track

This track focuses on customer stories and solutions across an array of industries. Sessions in this track must show how speakers use the NI platform to reshape solutions. Participation in this track provides an opportunity for speakers to inspire others through personal experiences.

Potential topics include:

- Research/Design/Prototyping
- Validation
- Production
- Monitoring
- Post-Production

Industry Trends Track

This track delves into the trends, technologies, and processes that influence key areas in specific industries. Sessions in this track must help participants understand the latest advances in engineering and provide insights and strategies to reinvent processes, accelerate innovation, and serve as a catalyst for their specific industry/business and the world.

Potential topics include:

- Aerospace, Defense, and Government
- Semiconductor
- Transportation
- Academic
- Other Industries

Engineering Culture Track

New to NIWeek, this track explores topics that influence and impact the work culture of different industries in engineering. Sessions in this track must broaden views on issues, ranging from managing high-performing teams to emphasizing the importance of diversity in the workplace. Participation in this track provides an opportunity for speakers to encourage and help attendees to develop the skills they need to become better teammates and leaders.

Potential topics include:

- Diversity in Engineering
- Engineering Team Dynamics
- Business Fundamentals

How to Submit an Abstract

We require all potential speakers to submit abstracts of their proposed session presentations. Follow these five steps to submit your abstract for consideration within the [speaker portal page](#).

Step 1. Identify Submitter

At the top of the page, fill out the required fields, indicating whether you're planning to serve as the session speaker or are submitting the abstract on someone's behalf.

A screenshot of a web form section titled "I AM THE SPEAKER FOR THIS SESSION - REMOVE SUBMITTER". Below the title is a "Submitted By:" label. There are four input fields: "Email *", "First Name *", "Last Name *", and "Position". Each field has a red asterisk indicating it is required.

Step 2. Complete Speaker Profile

Fill out the Speaker Information and Additional Information sections to create a speaker profile. The following fields are required for abstract submission:

- First and last name
- Email
- Phone number
- Organization
- Country

A screenshot of a web form section titled "SPEAKER INFORMATION". It contains several input fields: "Prefix", "First Name *", "MI", "Last Name *", "Suffix", "Email *", "Phone *", "Organization *", and "Position". There is also a "CHANGE PROFILE PIC" button and a note: "Files of 600 pixels by 600 pixels or smaller in JPG or PNG file formats recommended." The asterisks indicate required fields.



Step 3. Categorize Session

Select the track that most aligns with the session you're proposing with your abstract. After selecting the track, complete the following fields: Track Topics, Session Level, Industry, and Application Focus (if applicable).

Select Track *

Select Session Track

Track Topics *

Track Topics

Session Level

Select Session Level

Industry *

Industry

Application Focus (if applicable)

Application Focus (if applicable)

Step 4. Add Session Details

Describe the purpose of your abstract and the value that a session on this topic provides. State your objectives, identify the target audience, and summarize the learning outcomes.

SESSION DETAILS

In essence, what will be done, what won't be done, and what will the session's result look like.

Feel free to include all desired elements, activities, objectives, tasks, features, etc. that are relevant to quality content for this session.

Session Description (Up to 4000 characters) - Provide session overview and objectives

Rich text editor toolbar with options for undo, redo, bold, italic, text color, background color, bulleted list, numbered list, link, unlink, table, font family, font size, bulleted list, numbered list, and source code.

Words: 0



Step 5. Indicate Additional Speakers (if applicable)

You may add up to five other speakers to your session.

ADDITIONAL SPEAKERS

Email *	First Name *	Last Name *	Position
<input type="text" value="Email"/>	<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>	<input type="text" value="Position"/>
Organization	Phone		
<input type="text" value="Organization"/>	<input type="text" value="Phone"/>	<input type="button" value="ADD SPEAKER"/> <input type="button" value="CANCEL"/>	

Best Practices, Tips, and FAQs

Best Practices for Submitting Your Technical Session Abstract

- Write your abstract(s) in English.
- Submit abstract(s) online via the Call for Papers submission portal.
- Consider real-world examples or a demonstration to help engage attendees.
- Provide background information about your topic to help NI selection committee assess your abstract.

Tips for Writing Effective Abstracts

- Think of a compelling and descriptive title that is 65 characters or less including spaces. Strong titles are single, concise messages that include benefits, numbers, and actionable words. Titles that work for a global audience are best. Avoid idiomatic expressions as these are not understood universally.
- Keep in mind that 10 sessions are presented at the same time during a given time slot on average. A compelling title and abstract are key to drawing participants to your session.
- Describe in your abstract what you plan to discuss if your session is accepted. Abstracts can be up to 350 characters with spaces (approximately 75 words). The NI selection committee has the option to edit abstracts for NI style. The abstract is then posted for registrants to view in the online catalog and NIWeek mobile app.
- Make sure that your abstract provides plenty of details so that the NI selection committee fully understands the focus of your discussion, the learning outcomes, and how participants can apply their new skills in the real world.
- Write in second person point of view.
- Use active voice with strong verbs.
- Write like you talk. Use plain language and concise text.
- Read your abstract aloud. If you must take a breath while reading a sentence, the sentence should be shorter.
- When using abbreviations or acronyms, spell out the full term and define the abbreviation or acronym on the first reference. Then, use only the abbreviation or acronym on subsequent references.

Dos

- Be concise. You have roughly 45 minutes to inspire and educate session participants.
- Convey your passion about your topic.
- If you like, submit more than one abstract.
- Consider how your presentation is relevant and beneficial to your target audience.

Don'ts

- Do NOT use your session as a platform to market your company or product during your presentation.
- Do NOT switch topics at the last minute and talk about something completely unrelated. If you need to alter the focus of your session, please work with NI to make updates.

FAQs

- When is the submission deadline?
Potential speakers must submit an abstract by December 2019.
- When are speakers selected and notified?
NI plans to confirm speakers and announce our decisions by January 2020.
- How are speakers chosen?
Selecting the best speakers for NIWeek is a long and difficult process because NI receives so many inspiring abstracts from impassioned experts. After the submission deadline, the NI selection committee assesses all proposals and selects the abstracts that are most likely to yield an interesting mix of topics at the conference.
- If I'm selected as a speaker, what happens next?
All speakers receive a complimentary full conference pass. Expenses related to travel, meals (other than those specified as provided by the conference), and additional accommodations like lodging are the responsibility of the speaker. If your abstract is selected, be prepared to provide a biography and photo of yourself.