**UX STRAT USA 2018**

Call for Presentations

## Proposal Requirements

## This document describes the submission of presentation and workshop proposals for UX STRAT USA, which will take place in September 2018. The specific dates and location of this conference will be announced in February 2018.

## Presentation and workshop submissions should combine business strategy and UX / CX / Product / Service design. The audience will consist primarily of leaders and very experienced professionals in UX / Product Design, so your presentation or workshop proposal should be targeted to this audience. Key selection tenets are rigor, depth and transparency. See UX STRAT USA past presentations (https://uxstrat.com/pastPresentations#usa) for topics that have been approved by previous UX STRAT expert review panels.

## Proposals are due by April 20, 2018 in Word format, as specified below, but can be submitted prior to that date.

## Presentations

Presentations can be 15, 30, 45 or 60 minutes. Only one presenter per proposal.

Proposals should focus on one of the following two types of presentations:

**1.** **Case study** - Details your experience creating a user experience strategy for a customer experience, product, service, program, company or industry. Details about the business context, research methods and data analysis, strategy, and if possible the results achieved, need to be sufficiently rigorous and in-depth to engage a very experienced audience. What worked and what didn't work. You must already have approval to present this material from the company represented in the case study prior to submitting your proposal.

**2.** **Strategic framework** - A framework or model that can be used by participants to plan a user experience strategy. NOTE: Only a few strategic framework presentations will be selected.

Presentations on the basics of user experience design and usability will be rejected without being evaluated by the conference review panel. There will be zero tolerance for promotions or marketing cloaked as presentations.

## Workshops

Workshops will be 3.5 hours long. They should be practical "How To" sessions while at the same time having a strong strategic focus. Should include examples, substantial participation exercises, and handouts.

## Proposal Content

Please provide as much detail as possible for each of the sections below. All items are required for a submission to be reviewed. Please submit your proposal in Word or PDF format to: presentations@uxstrat.com. Proposals are due by **midnight on April 20, 2018**.

1. Name of presenter or workshop facilitator(s)

2. Email address of presenter or workshop facilitator(s)

3. Title of presentation or workshop

4. Abstract

5. Proposed length of presentation

Presentations can be 15, 30, 45 or 60 minutes. All workshops are half-day.

6. Detailed outline

Provide a timeline for each section and subsection. This should be very detailed, including topics and duration, to give reviewers a clear understanding of the specifics of your presentation or workshop. Most rejections for previous conferences were due to inadequate detail in the outline. Maximum length = 1,000 words.

7. Goals for the session

What will attendees take away from your presentation that they can use immediately in their work?

8. Interactivity

How the audience will participate (particularly important for workshops)

9. Special equipment needs

What will you need other than a projector, laptop connection, and microphone?

10. Experience of presenter(s) in the subject matter

What are your qualifications and experience to speak on this topic?

11. Previous presentations of this subject matter

Have you given this presentation, or something similar, at other events? If so, include details and URLs.

12. Links to videos of previous presentations you've given on any topic

VERY IMPORTANT: If you have videos of you giving presentations at other conferences, provide links, the more the better.