

## Call for Speakers submission questions

- Session title (max 100 characters)
- Session overview (max 500 characters)
- Select the audience segment that best describes the content of your proposed session:
  - **Digital Marketer**
  - **Commerce Marketer**
  - **Content Strategist/Creator**
  - **Marketing Technologist/Strategist**
  - **Developer**
  - **DevOps/IT**
    - If Developer or DevOps/IT, indicate the recommended attendee experience level for the proposed session topic you are presenting:
      - Beginner (no Sitecore or topic experience required)
      - Intermediate (expect some real-world experience in the topic)
      - Advanced (introductory concepts assumed, highly technical details)
- Sessions will be categorized and searchable by **track** and **topic** this year.

Select one session track that best describes the content of your proposed session:

- **Shaping Your Digital Strategy:** Customers are in control, weaving their way through the omnichannel buying journey as it suits their needs. The brands that will earn their loyalty are the ones that understand them best and can consistently personalize their engagements. Designed for marketing leaders and visionaries, these sessions feature experience success stories and industry thought leadership that will leave you inspired as you map your brand's near-term and long-term digital strategy.
- **Maximizing Your DX Solutions:** Behind every great brand experience are leading-edge solutions that allow creative people to tap into what's possible. Designed for marketing practitioners, specialists, and UX designers of all skill levels, these sessions feature the latest how-to's on getting the most out of your Sitecore solution and deliver unforgettable digital experiences along every touchpoint.
- **Delivering Technical Excellence:** The performance of today's most innovative brand experience solutions depends on skilled and knowledgeable technical teams. Designed for front-end and back-end developers and IT professionals, these sessions feature best practices and demos from Sitecore and Partner experts who are successfully implementing, running, and updating Sitecore products.
- **Connecting Your Composable Future:** How brands deliver a better digital experience is rapidly evolving. Selecting the right tools, having them interact seamlessly, and being able to react quickly to changing market conditions will empower your teams internally and impress your customers externally. Learn how Sitecore's SaaS solutions give you the ultimate flexibility in having a martech stack ideally suited to your business.

Select 1-2 session topic(s) that best describe the content of your proposed session:

- Analytics & Data Integration
  - Architecture & Scaling
  - Artificial Intelligence
  - Brand Trust (Privacy, Trust, & Ethics)
  - Building Content at Scale & Content Agility
  - Commerce Strategy
  - Content Operations
  - Customer Data Management Best Practices
  - DevOps
  - Digital & Business Transformation
  - Digital Asset Management (DAM) Fundamentals
  - Digital Experience Strategy
  - Experience Design, Improvement, & Innovation
  - Front-End Development
  - Headless CMS & Commerce
  - Managing and Delivering Emerging Media
  - Marketing Technology Stack
  - Omnichannel Content Strategy
  - Optimization (Decisioning, Personalization, Testing, & Marketing Automation)
  - Personalization Strategy
  - Powering Commerce with Content
  - Plugins, Integration, Connectors, & Extensions
  - SaaS/Cloud Strategy
  - Search
- What is the featured product(s) of this session? (select all that apply)
    - Content Hub
    - Customer Data Platform
    - Discover
    - Experience Manager
    - Experience Platform
    - OrderCloud
    - Personalize
    - Send
    - Not applicable
    - Other (please specify)
- If applicable, breakout sessions will be categorized and searchable by industry. Select one industry that best describes the content of your proposed session:
    - Automotive
    - B2B/Information Technology
    - Education
    - Financial Services & Insurance
    - Healthcare
    - Manufacturing
    - Pharmaceuticals
    - Public Sector/Government
    - Non-Profit
    - Retail
    - Travel & Hospitality

- Utilities
- No specific industry, relevant to many/all industries
- Has this story been presented at a previous Sitecore event?
  - Yes
    - If yes, please list the event and event date
  - No
- Provide further details about your session, including customers or partners you're referencing, business value of the solution(s), why conference attendees should attend, and key takeaways. (max 2,500 characters)
- Briefly describe the top three main ideas attendees will come away having learned from your session. (max 250 characters)
  - Idea 1
  - Idea 2
  - Idea 3

#### Speaker Information (MAX 2 speakers)

- First name
- Last name
- Company name
- Job title
- Relationship to Sitecore
  - Customer
  - Partner
  - Employee
  - Other (please specify)
- Email address
- Speaker region: (select one)
  - Americas
  - Europe, Middle East & Africa
  - Asia Pacific & Japan
- Speaker experience level: (select one)
  - First-time presenter
  - Some speaking experience
  - Frequently present

For questions regarding the process or submission form, please email [SitecoreSymposium@sitecore.com](mailto:SitecoreSymposium@sitecore.com)