How to submit sessions for IBM System Technical University Events

IBM TechU Content Managers
- Alex Abderrazag
- Mo McCullough
- Tony Pearson

2020 IBM Systems Technical University Guidance Document CMSv3-2001a
Section 1 - Submit a new session

Section 2 - Copy session from previous event

Section 3 – Guidance for Platforms and Functional Areas

Section 4 - Writing tips for Title and Abstract

Section 5 – Expense Guidelines
IBM Technical University – How an event gets put together

Content Managers send out a “Call for Speakers” with deadline

Deadline: Content Managers tentatively accept or reject each proposal.

Acceptance emails sent to speakers

Sessions are scheduled to specific days, times, and conference rooms

Adjustments are made to avoid any conflicts or problems. Final grid published

IBMers, Business Partners and clients submit session proposals into the Content Management System (CMS) before the deadline

Speakers review CMS Agenda Preview Tool, notify Content Manager if there is any conflict or other problem

Speakers prepare or update their presentations, posters, demos and labs

Speakers register for conference, book hotel and flights, upload PPTX and DOCX files

Last call!
This guidance document will help you submit sessions for upcoming IBM Systems Technical University events.

The Content Management System (CMS) is the worldwide database for all content submissions.

http://ibmtechu.com/cms

If you do not yet have a CMS account, select the Red button. Otherwise login with your CMS username and password.

We can reset the password if needed
What happened to CMSv2?

https://ibmtechu.com/cms should automatically redirect you to the new CMSv3 system

However, if you have browser cache pointing to CMSv2, or you have saved bookmarks, you might see the older version

Press the big red button to get over to CMS v3

We also indicate that this is CMSv2 for years 2018 and 2019 in the header
IBM CMSv3 Essential Terminology

**Event**
An event is a conference at a specific location and date, typically 2-5 days long, for example “Istanbul, Feb 5-7, 2020. It can have hundreds of sessions.

**Session Submitter**
A session submitter proposes one or more sessions. This could be one of the speakers, an offering manager, or another stakeholder.

**Session Type**
The session type can be a lecture, lab, demo, panel, poster or workshop.

**Speaker**
The speaker can be the primary presenter, lab instructor, panel moderator or workshop facilitator for 1 or more sessions.

**Co-speaker(s)**
Optionally, each session can list 1-4 co-speakers, additional presenters, lab assistants, or experts on the panel.

**Session Code**
A session code uniquely identifies each session, format “xNNNNNN” such as z123456.

**Time slot**
A time slot is a particular date, time and room. A session could be presented 1-3 times during the event, in same room or different rooms.

A session is unique to a particular event. If “How to install Red Hat” was presented at three events, these would be three different sessions.
Two ways to submit sessions

For new sessions that you have not presented recently, select “Submit a session” (see Section 1)

For sessions that you have previously presented recently, select “View / Edit / Copy session(s)” (see Section 2)
  • You will be able to edit the title and abstract as needed to reflect any recent changes
Section 1 - Submit a new session
What’s New in CMSv3? Breadcrumbs!

**Speaker** – Identify owner and primary speaker

**Event** – select specific event (Location/Date)

**Platform** – what were previously called ‘brands’ in prior years

**Functional Area** – what were previously called “tracks” in prior years

**Expenses** – select specific event (Location/Date)

**Details** – what we called ‘brands” before, we now call “Platforms”
Submit Session – Step 1. Speaker and Owners

You can submit sessions if you plan to be the speaker yourself.

In this case you are both the “owner” and the “primary speaker”

Or... you can submit sessions on behalf of someone else, perhaps a member of your team, your manager, your client or TBD.

In this case, you will be listed as the “owner” of the submission until the speaker is identified.

The latest version of this document!
Submit Session – Step 2. Select event

Select the event you plan to submit the session for.

Note that dates and locations are not final for some events.

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Istanbul2020 (Power, Storage, IBM Z) 5-7 Feb, Istanbul, Turkey</td>
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</tr>
<tr>
<td>Orlando2020 (Power, Storage, IBM Z) 18-22 May, Orlando</td>
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</tr>
</tbody>
</table>
# Submit Session – Step 3. Select platform

For sessions not related specifically to IBM Power, Storage, IBM Z and/or LinuxONE, select:
- Shaping the Future

Otherwise, the platforms are similar to what we called “brands” in previous years.

Refer to **Section 3** for additional guidance.
Submit Session – Step 4. Select functional area

For the technical sessions, the 28 “tracks” have been standardized down to 12 “functional areas”

For sessions not related specifically to IBM Power, Storage, IBM Z and/or LinuxONE, we have separated “IT Leadership” from “Professional Development”

Refer to Section 3 for additional guidance
Submit Session – Step 5a. Acknowledge that someone will pay for speaker to go

I acknowledge I have read this message

Speaker Travel And Living (T&L) Expenses

- The event may fund travel for a limited number of speakers. Typically you will need to submit at least three unique sessions (plus repeats to total 4 or more sessions) to be eligible to possibly have your travel funded. Not all speakers requesting travel funding will receive it.
- If you are covering your own T&L but expect the event to waive your tuition fee, you will still need to present a minimum of 2 unique sessions (plus repeats to total 4 sessions).
- Speakers presenting less than 4 sessions in total will be able to register using a discounted speaker tuition rate, or a free one-day pass for the day of your session.
- Although you can add co-speakers to your submissions(s), we will not contact them. All co-speakers will be expected to cover their own T&L including the full, regular tuition entry fee.

Note: There is some flexibility in these rules, if you have any questions, please contact the event content manager. Thanks,

Tony Pearson - IBM Z and LinuxOne
Mo McCullough - Storage
Alex Abderrazag - Power Systems

Do not submit any sessions unless the speaker can actually attend the event.

Management approval – some speakers may need management approval to speak at the event, including time away from primary work responsibilities

Travel approval – some speakers may need to get passports, visas or other approvals for the country involved

Funding approval – someone has to cover the travel, living, and tuition expenses
Submit Session – Step 5b. Select Expense Coverage

IBM TechU team are tasked to put together the best event at a reasonable cost

Expense coverage influences speaker and session acceptance

Select the expense code that best matches the expense coverage of the primary speaker

Refer to Section 5 for expense guidelines
Submit Session – Step 6a. Enter session details – Title and Abstract

Refer to section 4 for guidance on writing titles and abstracts. **Characters allowed:** a-z A-Z 0-9 , . ? ! + ' - : / ()

- Additional information to help Content Manager decide day, time, or room assignment
- If you are submitting for someone else

The **speaker name** is the full name along with any title, suffix or company designation: Dr. Johann Gottfried Hübner, Jr. or François N. Bøving or Jimmy Muñoz (The Human Fund)

The **speaker email** needs to be in all lower case “username@domain”. **Do not use** Lotus Notes Name/City/IBM. Content managers will communicate to speakers via e-mail. Examples: jhuebner@us.ibm.com or francois_boving@bpartner.net or james.munoz@the-human-fund.org
Submit Session – Step 6b. Session Type determines Room assignment/layout

Choose appropriate session type, this will determine the room and time.

- **Lecture, Demo, Panel** – a screen and projector, use a remote control clicker to advance slides, seating in rows of chairs. Demo rooms will ensure a podium or desk for hands-on access to laptop.

- **Lab** – a screen and projector, hands-on access to laptop. Room will be filled with tables, one laptop and two chairs per table.

- **Poster Session** – a cocktail party with posters! Typically 10-20 posters will be on display and attendees walk from one to another.

- **Lightning Talk** – screen and projector, but may be in the Solution Center or somewhere for TED-like talks on exciting new topics!

- **Workshop** – whiteboard or flip chart for interactive sessions, such as Design Thinking or to demonstrate architecting a solution.
Submit Session – Step 6c. Session Complexity and NDA requirements

Choose appropriate session complexity, so students can prepare in advance, and help decide which sessions to attend on agenda

• **Introduction** – session introduces a topic at a basic level, suitable for all audiences

• **Technical** – session intended for technical audiences, and may assume familiarity of concepts and terminology

• **Deep Technical** – session intended for technical audiences, and may assume students have prior experience using specific product or solution

• **Strategy and Direction** – session provides general strategy, and/or cover future direction, might require all students have signed NDA

• **Business Insight** – session can help IT leaders and decision makers decide on course of action, have better understanding of marketplace
Submit Session – Step 6d. List additional co-speakers

A session must have a “primary speaker” but can optionally have 1 to 4 co-speakers

**Split Time**– speaker can share the stage with co-speaker, or split time. For example 40 minutes IBM or Business Partner, then 20 minutes client

**Experts Assistance** – Have experts that sit in the front row to help answer questions listed as co-speakers

**Avoid Scheduling Conflicts** – Primary speakers will not be scheduled against another session they are listed as co-speaker

**Management Approval** – some attendees can only go to a conference if they are speaker or co-speaker

Use same speaker name and email guidelines as mentioned in Step 6a
Submission Complete – Congratulations!

TechU

Submission Confirmation

Istanbul2020
IBM Z: Performance

How to be an IBM Z system administrator

The student will learn how to administer z14 and z15 systems
Section 2 - Copy session from previous event
Copy Session – Step 1a. Select from which prior event you wish to copy from

<table>
<thead>
<tr>
<th>Active Events!</th>
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</thead>
<tbody>
<tr>
<td>Cairo2019 (Power, Storage, IBM Z) 18-20 February, Egypt</td>
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<tr>
<td>Istanbul2019 (Power, Storage, IBM Z) 6-8 February, Turkey</td>
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<tr>
<td>Dubai2019 (Power, Storage) 15-18 April, Dubai</td>
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<tr>
<td>Atlanta2019 (Power, Storage, IBM Z) 29 April-3 May, Atlanta, GA</td>
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<tr>
<td>Berlin2019 (IBM Z) 20-24 May Berlin, Germany</td>
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<tr>
<td>Lagos2019 (Power, Storage) 7-9th May Lagos, Nigeria</td>
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<tr>
<td>Bangkok2019 (Power, Storage, IBM Z) 7-9th August, Bangkok, Thailand</td>
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<tr>
<td>Jburg2019 (Power, IBM Z, Storage) 10-12 Sept JBurg, SA</td>
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<tr>
<td>LasVegas2019 (Power, Storage, IBM Z) 7-11 Oct, Las Vegas</td>
</tr>
<tr>
<td>Sydney2019 (Power, Storage, IBM Z) 15-17 Oct, Sydney Australia</td>
</tr>
<tr>
<td>Prague2019 (Power, Storage) 21-25 Oct Prague</td>
</tr>
</tbody>
</table>

The events that you have previously presented are shown.

Select the event that you wish to copy session(s) from

Note: if you wish to copy a session presented by someone else in 2019, contact your Content Manager for assistance.
Copy Session – Step 1b. Select which session to copy

The sessions that you have previously presented are shown at that event.

Select the session that you wish to copy title and abstract.

Note: if you wish to copy a session presented by someone else in 2019, contact your Content Manager for assistance.
Copy Session – Step 2. Choose event you want to copy to

The upcoming events that are accepting proposals are shown.

Choose the upcoming event you wish to copy to.

Dates may not have been finalized for all events, so do not book airfare tickets until Content Manager sends out acceptance letter.
Copy Session – Step 3. Select platform

For sessions not related specifically to IBM Power, Storage, IBM Z and/or LinuxONE, select:
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Otherwise, the platforms are similar to what we called “brands” in previous years.

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Refer to **Section 5** for expense guidelines.
Copy Session – Step 6a. Review and update details

Additional information to help Content Manager decide day, time, or room assignment
Submit Session – Step 6b. Session Type determines Room assignment/layout

Choose appropriate session type, this will determine the room and time.

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Table of Contents

Section 3 – Guidance for Platforms and Functional Areas
Platforms vs. Functional Areas

**Platforms** are related to products that IBM sells, and products that run on those platforms

— Attendees will search for sessions because they already own these products, or plan to purchase them, or work with them in some manner.

— “General Interest” is used for those sessions that are not specific to individual platforms.

**Functional Areas** are related to skills, tasks and job responsibilities

— Attendees will search for sessions based on what they do, or want to learn more about.

- Performance
- Security
- System Administration
- Application Development
- Analytics
- ... etc.
## Platform Guidance – IBM Cognitive/Power Systems

- **Power Systems server and related hardware such as adapters and switches**
- **Sessions related to traditional operating systems, and middleware or applications that run on those platforms**
- **Sessions specific to Red Hat Linux on Power, or other Red Hat solutions like OpenShift, Cloud Paks, etc.**
- **Linux sessions not specific to Red Hat which could include SuSE or Ubuntu Linux distributions**

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### IBM Cognitive/Power Systems

<table>
<thead>
<tr>
<th>Platform</th>
<th>Description</th>
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<tbody>
<tr>
<td>Power Systems</td>
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<td>Red Hat - Power</td>
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<td>AIX</td>
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<td>Linux General - Power</td>
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</table>
Platform Guidance – IBM Storage Hardware and Software

For sessions focused on storage systems hardware, including adapters and switches

For sessions focused on storage software, including software features of software-defined storage systems
# Platform Guidance – IBM Z and LinuxONE

## Sessions specific to IBM Z, or generically to Z and LinuxONE server models
- IBM Z
- LinuxONE

## Sessions related to traditional operating systems, and middleware or applications that run on those platforms
- z/OS
- Red Hat - Z
- z/VM
- Linux General - Z

## Sessions specific to LinuxONE hardware as well as Introduction or Business Insight sessions about running Linux on IBM Z or LinuxONE

## Technical topics running Linux on IBM Z or LinuxONE, and middleware or applications that run on those platforms
For opening and closing sessions, and other kick-off presentations, use “Keynote”

For sessions focused on developing “soft skills”, how to be a better public speaker, blogger, communicator, team player, and so on, use “Professional Development”

For sessions focused on how to be a better leader, IT manager, designer, architect, or project manager to move Proof of Concept to production, use “IT Leadership”
Functional Area Guidance – IBM Cognitive/Power Systems

- Artificial Intelligence, Machine Learning
- Analytics, Hadoop, Spark, Db2, Oracle, Open Source DB
- High Performance Computing, Spectrum Compute
- Fibre Channel, Ethernet
- Business Continuity and Resiliency, GDR, PowerHA, VM Recovery Manager
- Software, Tools and Methods for managing systems, HMC
- PowerVM, PowerVC, Red Hat Enterprise Virtualization, KVM
- Cloud services, APIs and other interfaces, Hypervisors, Red Hat OpenShift and Cloud Paks
- DevOps, application design/build/test/monitor, languages, compilers, runtime libraries and APIs
- IBM Power System models
- Throughput, measurements, tuning
- Privacy, Backup and Disaster Recovery, PowerSC, MFA, Encryption
# Functional Area Guidance – IBM Storage Systems

<table>
<thead>
<tr>
<th>Functional Areas</th>
<th>IBM Storage System models</th>
<th>DevOps management of Storage, REST APIs</th>
<th>IBM Storage System models</th>
<th>Storage for Hybrid Cloud, Cloud services, APIs and other interfaces, Spectrum Connect, Transparent Cloud Tiering, Cloud Object Storage</th>
<th>Throughput, measurements, tuning</th>
<th>Privacy, Backup and Disaster Recovery, Encryption, Spectrum Protect</th>
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<tr>
<td>AI</td>
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</table>

- Easy Tier, Storage Insights, Storage for AI
- Storage for SAP HANA, Db2 and Analytics
- Spectrum Scale for HPC deployments
- Ethernet, SAN, FCP, FICON
- Business Continuity Cyber Resiliency, Metro/Global Mirror, Safeguarded Copy, HyperSwap
- Software, Tools and Methods, Spectrum Control, OpenStack
- Spectrum Virtualize, Container Storage Interface, Storage for VMware, VTL
Section 4 - Writing tips for Title and Abstract
Here's a simple list that illustrates the key elements of the "voice" that should be used in your writing:

<table>
<thead>
<tr>
<th>Goal</th>
<th>Tips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use the right tone</td>
<td>Carefully consider the content and audience</td>
</tr>
<tr>
<td>Be clear</td>
<td>Use simple verbs and tenses</td>
</tr>
<tr>
<td>Use simple language</td>
<td>Avoid needless words. Try to keep sentences to average of 32 words or fewer, and vary sentence lengths.</td>
</tr>
<tr>
<td>Be direct</td>
<td>Use active voice and present tense</td>
</tr>
<tr>
<td>Focus on the audience</td>
<td>Avoid first person (&quot;I&quot;). Use second person to better engage the audience (&quot;You&quot;). Write about what the audience cares about!</td>
</tr>
</tbody>
</table>
Writing Tips for Titles

Please remember that when writing, less is always more. Here are some useful tips from the IBM Style Guide:

Use sentence style capitalization for session titles and use a colon when dividing a title.

wrong: IBM Power Systems - A New Way of Thinking
correct: IBM Power Systems: A new way of thinking

wrong: IBM DS8800 Storage Performance - Tuning Tips and Tricks
correct: IBM DS8800 Storage performance: Tuning tips and tricks

Use sentence style capitalization for session titles and use a colon when dividing a title.

Here are two good resources for inspiration:

- https://www.powtoon.com/blog/91-headline-formulas/
- http://www.title-generator.com/
Writing Tips for Abstracts

Please remember that when writing, less is always more. Here are some useful tips from the IBM Style Guide:

Keep your sentences clear and concise.

**wrong:**
At the end of this session, the attendee should be able to understand the critical elements involved in tuning ...

**correct:** Learn how to tune ...

Consider adding or mentioning keywords, product names, version numbers or anything specific that may help attendees to search and select the sessions that best meet their needs.
Section 5 – Expense Guidelines
## Expense Guidance for IBM Systems Lab Services employees

<table>
<thead>
<tr>
<th>You (your dept) pays</th>
<th>Choose</th>
<th>IBM event budget pays</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel</td>
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</table>

1 Free day pass available for speakers that are only doing 1-3 sessions, and want to just pick up their badge in the morning, and return badge at end of day. All sessions will be scheduled on the same day to facilitate this.

All options (except 1 Free day pass), covers the entire week, eligibility to earn badge in Fast Start learning paths, and all evening activities.

Speakers expected to stay at venue hotel.
## Expense Guidance for IBM employees NOT in IBM Systems Lab Services

<table>
<thead>
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## Expense Guidance for Clients, IBM Business Partners, Vendors and Sponsors

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<thead>
<tr>
<th>You (your dept) pays</th>
<th>Choose</th>
<th>IBM event budget pays</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel</td>
<td>Living</td>
<td>Tuition</td>
</tr>
<tr>
<td>100%</td>
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<td>0% 1 day</td>
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<td>Contract</td>
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</tr>
</tbody>
</table>

All options (except 1 Free day pass), covers the entire week, eligibility to earn badge in Fast Start learning paths, and all evening activities. For Solution Center vendors, exhibitors and sponsors, the tuition is based on vendor/sponsorship level contract.
How does IBM TechU differentiate between “Travel” and “Living”

Travel Expenses

- Airfare and Airport Parking (Expense limits will be provided for each event)
- Ground Transportation from/to the Event Venue (Train, Bus, Taxi, Uber, Lyft)

Not covered:
- IBM TechU does not reimburse car rental

Tuition Registration Fee Expenses

- All keynote and break-out sessions
- Fast Start learning paths no additional cost
- Meals as outlined in the agenda
- Event dinner and/or receptions (if applicable)

Not covered:
- Guests (tickets may be purchased separately to bring spouse/guest to evening activities)

Living Expenses

Speakers are directed to stay at the designated event hotel

Standard room for one person
- Check-in arrival day before your first session
- Check-out departure day of your last session (if not possible, then the next day)

Not covered:
- Minibar
- Laundry / Dry Cleaning
- Double Room Charges, or other charges related to spouses or additional guests
### IBM Plex™ is our new typeface. It’s global, it’s versatile and it’s distinctly IBM.

<table>
<thead>
<tr>
<th>IBM Plex Sans</th>
<th>The IBM company is freeing itself from the cold, modernist cliché and replacing Helvetica with a new corporate typeface reminiscent of IBM Selectric typewriters. Also replaces Arial, Calibri, Lucida Grande, Trebuchet, etc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBM Plex Mono</td>
<td>A little <em>something for developers</em>. Replaces Courier New, Letter Gothic, Lucida Console, etc.</td>
</tr>
<tr>
<td>IBM Plex Serif</td>
<td>A hybrid of the third kind, combining the best of Plex, <em>Bodoni</em>, and <em>Janson</em> into a contemporary serif. Replaces Cambria, Garamond, Lucida Bright, Times New Roman, etc.</td>
</tr>
</tbody>
</table>

**IBM Plex** is freely available as TrueType and OpenType at: [https://github.com/IBM/plex/releases](https://github.com/IBM/plex/releases)