

UX STRAT 2014

Call for Presentations

Proposal Requirements

This document describes the submission of presentation and workshop proposals for UX STRAT 2014, which is planned to take place the week of Sept 15, 2014. Proposals are due by April 20, 2014, but can be submitted prior to that date. The audience will consist primarily of very experienced UX leaders, strategists, researchers, and designers, so your presentation or workshop proposal should be targeted to this audience.

Presentation and workshop submissions can be on any topic relevant to the emerging practice of UX strategy. See last year's presentations for topics that were considered relevant by the UX STRAT expert review panel (<http://www.slideshare.net/UXSTRAT/presentations>).

First time speakers with an AWESOME case study that highlights rigorous UX Strategy methods are welcome. We would rather have an unknown speaker with deep substance over a popular purveyor of pabulum.

Presentations

Presentations will take place during the two main days of the conference. Presentations can be 15, 30, 45 or 60 minutes. Each will be followed by a brief Q&A session.

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 web site, mobile app, software package, program or company. What worked and what didn't work. You must have already received approval to present this material from the company represented in the case study.

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

Presentations and workshops 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 advertisements cloaked as presentations.

Workshops

Workshops will be half-day long. They should be practical "How To" sessions with examples, substantial participation exercises, and handouts. If your workshop is a full day, you can submit two separate proposals for half-day workshops, i.e. parts I and II.

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 **April 20, 2014**.

1. Your name
2. Your email address
3. Presentation or workshop title
4. Abstract
5. 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 the 2013 conference were due to inadequate detail in the outline. Maximum length = 1,000 words.

6. Goals for the session

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

7. Interactivity

How the audience will participate (particularly critical for workshops)

8. Special equipment needs

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

9. Name(s) of presenter(s)

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. Link(s) to video(s) of you presenting

If you have video(s) of you giving a presentation, provide links.