



Dear Panelist:

Thank you for agreeing to participate in a panel session at the Ethernet Technology Summit to be held at the Doubletree Hotel in San Jose, California from February 21 - 23.

Each panelist should prepare a position statement lasting about 5 minutes.

Provided on the speaker information webpage for downloading is the following:

- A biographical statement form
- A Transfer of Copyright form (if you are submitting slides)
- Ethernet Technology Summit PowerPoint templates

If you have slides (they're not required), provide them for the online Proceedings (to be displayed during and after the Summit). Include closing slides with your contact information and a brief description of your organization. Submit slides on Ethernet Technology Summit PowerPoint templates, biographical information (using the biographical statement form), and signed Transfer of Copyright form (if you are submitting slides). **The due date for these materials is *** January 27***.**

Please send all materials to:

rich@ethernetsummit.com

Subject: Proceedings materials [Participant name]; [Session Number or Description]

Note that you must register for the conference on the Web unless your company is an exhibitor, sponsor, or chairperson/organizer (in which case registration is handled automatically). Use the speaker registration line to get a greatly reduced fee. You will have to pay the full fee if you do not preregister.

Sincerely yours,

Lance A. Leventhal
Program Chairperson, Server Design Summit
lance@serverdesignsummit.com

KEY HINTS FOR SPEAKERS

- Don't put too much on your slides. 30 words should be the maximum. And please no tiny figures or charts no one can read.
- Limit your lists to 3-5 points (shown to be the most people can comprehend at one time). If you have more, drop the less important ones or combine points into groups.
- Conclude your talk by indicating the 1 or 2 major ideas you think the audience should remember.
- Keep your hands out of your pockets!

PANELIST INSTRUCTIONS

Session Structure

Panel sessions will typically run 1 to 1 ½ hours. Each panelist should prepare a position statement lasting about 5 minutes. The rest of the time will be devoted to audience questions and discussion.

Preparing Your Talk

Organization

Time limits restrict how many technical points you can expect your audience to absorb. For a 5-minute position statement, a good guideline is to have no more than 3 points. This restriction will help focus the audience's attention on the most significant information.

Visual Aids

If you are using slides, you should plan a slide for each key point. Each slide should have at most five major supporting concepts. When using PowerPoint, try not to overdo things. Small print, tiny figures, and odd color combinations can make your slides completely unreadable. Limit your text to 30 words per slide, and put figures and graphs on separate slides rather than crowding them in with the text.

Please provide a copy of you're the final version of your slides for the Proceedings for posting on the Website after the event (send them to webmaster@ethernetsummit.com).

Timing

Most people should expect to speak about six sentences per slide, which normally runs 1 to 1 1/2 minutes. If you have three slides, your basic presentation will last three to five minutes. This leaves a little time for an introduction and a summary.

Do not run overtime. The chairperson will warn you when you are close to the limit.

Improving Your Mechanics

Put a few words in your notes to start your train of thought at each point. Be sure to add to the slides; don't just repeat what the audience can already see.

Try to make your talk interesting. Vary your approach, style, speed, and tone. Humor can help if it isn't in bad taste or insulting. Be sure to make eye contact with your audience (and not just with one person). Do not stare at your notes, the screen, or the floor. And keep your hands out of your pockets! Also do not talk into the screen or the floor, stand in front of the screen, or pace back and forth.

Try to say something original, surprising, or controversial. Raise significant issues; do not belabor the obvious.

Answering Questions

Before answering a question, be sure that everyone knows what it is. (Note that people in back of the questioner usually cannot hear a thing) Repeat the question if necessary. Then answer the question concisely and directly. Ask other panelists if they have comments or additions. Restrict your answer to about two minutes. If someone wants more detail, ask him or her to meet with you afterward. Do not argue with questioners or other panelists. Let the chairperson manage the discussion.

OVERVIEW of the SUMMIT

General Schedule

Tuesday, February 21 – Workshops, Plenary

Wednesday, February 22 – Tutorials, General Sessions, Keynotes, Exhibits, Reception, and Chat with the Experts

Thursday, February 23 – Tutorials, General Sessions, Keynotes, OpenFlow Workshop, and Exhibits

CORRESPONDENCE

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