



Dear Tutorial Instructor:

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

Typical tutorial presentations are from 18-30 minutes in duration. The tutorial organizer/chairperson will inform you as to when your talk is scheduled and how long it will run.

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

- A biographical statement form
- A Transfer of Copyright form
- Ethernet Technology Summit PowerPoint templates

We request that you provide us with your slides for the online Proceedings (to be displayed during and after the Summit). You should have an initial slide with the title of your talk and your contact information (name, job title, affiliation, address, telephone number, and email address). You should also have a final slide with your biography and a brief description of your organization. Submit slides on Ethernet Technology Summit PowerPoint templates, biographical information (using the biographical statement form), and a signed Transfer of Copyright form. **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 or sponsor, or you are serving as an organizer or chairperson (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.

Please remember that the Ethernet Technology Summit is a technical event. You can use your company's products as examples, but avoid sales pitches or detailed product descriptions. Keep your basic talk general and emphasize technical issues and questions.

Sincerely yours,

Lance A. Leventhal
Program Chairperson, Ethernet Technology Summit
lance@ethernetsummit.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!

TUTORIAL PARTICIPANT INSTRUCTIONS

INTRODUCTION

Please remember that the Ethernet Technology Summit is a technical event. You can use your company's products as examples, but avoid sales pitches or detailed product descriptions. Keep your basic talk general and emphasize technical issues and questions.

PREPARING YOUR TALK

BASIC ORGANIZATION

The main constraint is the time limit. Tutorial talks will last 20 to 30 minutes, including a few minutes of questions and discussion. This limit restricts how many technical points you can expect your audience to absorb. A good guideline is to have no more than 10.

VISUAL AIDS

You should plan a slide for each key point. Each slide should have at most five major supporting concepts. Don't overdo things. Small print, tiny figures, and odd color combinations can make your slides completely unreadable. We suggest you limit your text to 30 words per slide, and put figures and graphs on separate slides rather than crowding them in with text.

You should have an initial slide with the title of your talk and your contact information (name, job title, affiliation, address, telephone number, and email address). You should also have a final slide with your biography and a brief description of your organization.

Please provide your final slides for the online Proceedings on the Website after the event (send a copy to webmaster@ethernetsummit.com).

TIMING

You can expect to speak about six sentences per slide, which normally runs 1 to 1 1/2 minutes. For example, if you have 20 slides, your presentation will run about thirty minutes.

IMPROVING YOUR MECHANICS

Jot down a few words 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, speed, style, 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 one person). Do not stare at your notes, the screen, or the floor. And keep your hands out of your pockets!!! Also be careful not to stand in front of the screen, talk into the screen or floor, or pace back and forth.

Get your audience involved in your talk. Ask questions about people's backgrounds, interests, or major concerns, and note the responses. You may also want to pose hypothetical questions to get your audience thinking about how your talk relates to them.

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

Direct all correspondence and inquiries about the conference to:

CONFERENCE MANAGER:

Chip Stockton

Conference ConCepts

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