

CALL FOR CONTENT 2024



VMUG 2024 Call for Content FAQ Customer Submissions

Deadlines at a Glance:

Call for Content Opens for H2 Events: *Wednesday, May 29th, 2024*

Final Submission Deadline for H2 Events: *Wednesday, June 19th 2024*

[SUBMIT YOUR SESSION HERE](#)

What is considered a Customer submission?

A customer submission is any session presented by a VMware customer, that can advance an attendee's experience in a variety of ways (technical knowledge, networking skills, professional development etc.) A customer session is not focused on a product, but rather the user experience with products, and how the user can benefit from various technical skills and expertise. Customer sessions are also a great way to submit Professional Development topics, as those are focused entirely on customer experience.

What events will Customer submissions be considered for?

The VMUG 2024 Call for Content will be accepting submissions for Virtual and In-person events such as UserCons, as well as for webcast opportunities and the VMUG Library.

What if I submitted a session for 2023 that I want used in 2024? Do I need to resubmit?

If you submitted a session in 2023 (or prior) and would like to resubmit it for 2024, you will need to go through the submission process again to resubmit that session for consideration in the new calendar year.

I am trying to login to the submission website using my VMUG website login but it is not working. How do I submit a proposal?

Each submitter will need to create a username and password to submit in the Call for Content portal. You may do this by clicking on "First-time user" on the submissions home page. If you submitted through the 2020-2023 Call for Content, you would still

have to create a new account as the submitter portal has changed. If you submitted for the first half of 2024, you may use the same username and password. If you are still unable to create or access your account, you may email content@vmug.com so that the team can help you get into your account.

What does each type of submission opportunity involve?

- **UserCons** – An in-person event and will require a 30 – 45 minute presentation that can include Q&A for the audience.
- **Virtual Events** - An event that will take place virtually on the vFairs platform
 - *Simulive with Q&A* – Your session will need to be pre-recorded and you will be expected to participate at the time your session is airing for Live Q&A with the audience.
 - *On-Demand* – Your session will need to be pre-recorded and will be available all day for attendees to view.
- **Webcasts** - If selected for webcasts, the VMUG content team will reach out with details regarding timing.
- **VMUG Library- This will be a recorded session on the VMUG Library Platform.** As this will be a permanent session in a recorded format, we ask that submissions cater to these requirements.

How are submissions selected?

Our team of selected reviewers will review all submissions. The reviewers will be assigned submissions based on the submission's Content Bucket. They will review based off submission characteristics such as topic, description, relevancy, timing, meeting content goals, etc.

We will use these reviews to help slot our H1 events and you will be notified if your submission has been accepted. We are tasked with creating a program filled with content that will be compelling, interesting, fresh, and actionable for attendees for VMUG events and opportunities. We look for innovative formats, complete submissions, and unique perspectives.

If you are a selected Customer Speaker, VMUG will cover all travel expenses.

How can I increase my odds of being selected?

Each year we receive more submissions than we need for our events. While there are some repeat presenters (only top rated), we do seek to ensure most of our speakers and presentations are brand new for each event. Submission content should be well-thought out, complete, and unique. Tell your story – have you gone through an upgrade recently? What was your experience? Have a case study you want to share? We want to hear about it! Do not shy away from a lively discussion – this is a forum for industry collaboration, and debates and out-of-the-box thinking are appreciated. Challenge the audience with unconventional thinking.

What are the Content Levels for 2024 Content Submissions?

- **Core:** For traditional workloads and operations using hypervisors and virtual desktops, such as vSphere and Horizon.
- **Emerging:** For professionals who have started their cloud journey and have adopted hyperconverged and ready for multi-cloud utilizing products such as vSAN/HCI, NSX, Workspace ONE or VMware Cloud Foundation.

- **Cutting-Edge:** For professionals who have adopted DevOps and the newest technology such as Kubernetes and Tanzu, running on public or private clouds and interested in learning what's coming, such as AI/ML.

What are VMUG's Content Buckets for submission topics?

(For specific topic examples, please reference VMware's website <https://www.vmware.com/>)

Anywhere Workspace

Horizon

Horizon Cloud

Workspace ONE

Workspace ONE UEM

App Platform

DevOps

Tanzu

Cloud & Edge Infrastructure

Cloud Foundation/Cloud Foundation +

SD-WAN/SASE

Telco Cloud

VSAN/vSAN+

VSphere/vSphere+

VMware Cloud Disaster Recovery

Cloud Management

VMware Aria

CloudHealth

Skyline

Desktop Hypervisor

Fusion for Mac

Workstation Player

Workstation Pro

Professional Development

Soft Skills

Leadership

Advancing your Career

Team Success

Security & Networking

Carbon Black Cloud

Carbon Black Endpoint

NSX

NSX Advanced Load Balancer

NSX Distributed Firewall

If you haven't yet submitted your session abstract for review, please keep in mind these helpful tips:

- Focus on 1-2 key product components you would like to highlight
- Describe what product gap exists and how your presentation fills the gap. Ask yourself "how will I verbalize to the audience how to fill the gap".
- Remember to set the stage.