Presentation Proposal Handbook
Trimble Dimensions User Conference 2018

Thank you for your interest in presenting at the 2018 Trimble Dimensions User Conference. The information and inspiration provided by our speakers is key to making the conference a success. This handbook offers best practices for creating presentation proposals that address those needs. It's designed to guide new speakers to success, and offer reminders to those who've done it before.

Planning Your Presentation

The first step in planning your presentation is to determine a topic and define your audience. Dimensions includes attendees from multiple industries, ranging from those just launching their careers to seasoned experts. We put great effort into filling the agenda with presentations that address the full array of attendee interests. Consider the following criteria when preparing your proposal:

- Tell a story that inspires and educates
- Be non-commercial (no sales pitches)
- Solve a common industry-specific problem
- Discuss best practices or new technology trends
- Provide software/product tips and tricks
- Demonstrate special features of new tools/technology
- Include measurable increase of productivity/profitability

- Interest a significant number of attendees
- Offer clear takeaways for attendees

In addition to having attendees with differing interests, we plan to include speakers with a wide range of experience. Most will have given presentations before, but we welcome those doing it for the first time. The ideal speaker will have:

- Experience using software/products discussed
- Technical proficiency and subject matter expertise
- Excellent communication skills
- Passion for sharing knowledge with others

Determine a Topic

Having a great topic is important to your success as a presenter. Consider the following three questions when choosing a presentation topic to get the audience excited and keep them engaged.

1) **What is a common industry-specific problem?**
   This should be something that the intended audience identifies as universal among themselves. It's a problem that everyone can relate to, yet is not easily solved.

2) **What is your experience with the problem?**
   Apply your personal story, sharing how the problem affected you, what you did to solve it, and things you learned along the way. This makes your presentation unique, and more interesting than a basic lesson on how to do something.

3) **What's in it for the audience?**
   Give your audience a clear takeaway, providing ideas and inspiration for them to address the same problem. This will help to ensure that your message is understood and remembered.

It should come as no surprise that most presentations at Dimensions address how technology is changing the way the world works. That's perfect, although it's important not to overemphasize the technology itself. The main focus should be on the benefits of that technology. How is it helping to make things better? Consider the lists below for inspiration in selecting a topic focused less on cause than effect.

General Ideas to Help You Determine a Topic
What is a common problem in your industry, and how can technology overcome it?
What opportunities exist for industry leaders to improve the way they work?
How might technology transform your industry in the near future?
How do new and classical solutions compare in addressing industry challenges?
How can you convince your boss to get on board with a new technology?

Demonstrate a project workflow from start to finish.
Share tips/tricks to help users maximize the impact of certain tools/technologies.
Show how companies are pushing boundaries in your industry.

Sample Benefits to Focus on in Your Topic	
Boost Productivity	Prepare for the Future
Reduce Costs	Increase Quality of Work
Improve Collaboration Across Project Teams	Optimize Asset Lifecycle Management
Make Faster, More Accurate Decisions	Streamline Operations on Concurrent Projects
Increase Safety	Better Monitor and Manage Assets
Build a Competitive Advantage	Enhance Employee Skill Sets
Decrease Costly Mistakes	Quickly Transform Data into Deliverables
Improve Customer Satisfaction	Expand Customer/Client Reach
Drive Continuous Improvement	Achieve Regulatory Compliance Requirements

Define the Audience

Once you've determined a topic, identify your audience. Along with content that appeals to everyone, we seek presentations specific to the interests of new, experienced and expert users across all industries we serve, as well as executive leaders. During the submission process, you will be asked to select which audience type below your presentation primarily addresses. This helps attendees select the sessions most appropriate to their experience, and ensures that we have something for everyone at Dimensions.

Audience Type	Audience Interests
New Users	Getting up to speed on industry best practices
Experienced Users	Going beyond the standard tools and technology
Expert Users	Seeking innovative ways to work smarter
General	Everyone will love it

Proposal Requirements

The Call for Speakers process for Dimensions 2018 is smoother than ever. After creating a user account and signing in, the basic requirements are simple: title, abstract, learning objectives, and speaker biography. The following information is based on best practices, and may be customized or changed as you see fit. Make sure to include each part. Proposals missing required information will not be reviewed. And remember, all presentations must be educational and non-commercial.

Pro Tip: Create your proposal content offline, before beginning the submission process. This will allow you to review and revise each part until it's ready. Then just paste it into the online submission form.

Title

The title is typically the first thing people see, so it helps to create one that sparks curiosity. A great title addresses a specific audience, promises a desired outcome and provides a sense of urgency.

Pro Tip: Many speakers find it better to write the title after the abstract has been created.

Sample Title Formats

The title format templates and sample titles below are based on best practices. They are only suggestions. Feel free to mix and match, change them completely, or create your own title.

Character count for titles = Maximum 150

[Number] [Ways/Reasons/Advantages/etc] [Skill/Technology/Tool/Process] [Positive Outcome]
- 5 Ways 3D Laser Scanning is Transforming Data into Intelligence
- 5 Ways Asset Lifecycle Management Can Reduce Costs for Rail Companies

[Purpose/Development] of [Skill/Technology/Tool/Process] – [Something] to [Something]
- The Evolution of 3D Laser Scanning Technology – from Data to Intelligence
- The Role of UAVs in Land Administration – Advantages and Obstacles

How to [Positive Outcome] without [Negative Effect]
- How to Transform Survey Data into Powerful Intelligence without Busting Your Budget
- How to Capture, Process and Analyze Survey Data in Remote Locations without Losing Connectivity

[Positive Outcome] with [Skill/Technology/Tool/Process]
- Stay Connected in Remote Locations with Easy-to-Implement Techniques and Technology Solutions
- Increase Competitive Advantage in Global Markets by Leveraging BIM Capabilities

How [Person/Business/Place] [Positive Outcome] with [Skill/Technology/Tool/Process]
- How Germany is Enhancing Traffic Safety on its Largest Lift-Bridge Using 3D Laser Scanning
- How Croatia Uses 3D Laser Scanning to Protect its Infrastructure from Landslides

See [Skill/Technology/Tool/Process], and [Real-World Application]
- See How 3D Laser Scanning is Transforming Asphalt Paving, and Increasing Project Productivity
- See Forensic Mapping Tools in Action, and Learn How Investigators Recreate Crime Scenes

[Skill/Technology/Tool/Process] [as it Relates to Industry/Business]: [Pros/Cons]
- 3D Laser Scanning is Transforming Architecture and Design: Is It Worth the Investment?
- In-House vs Outsourced Engineering Solutions: What's Best for You?

Top [Skill/Technology/Tools/Process] [Trends for Industry/Business]
- Top Global 3D Laser Scanning Trends of 2018 for Geospatial Pros
- Top Data Workflow Trends Across the Design-Build-Operate Continuum

What Will Future [Industry-Specific Role/Task/Impact] Look Like?
- What Will Future 3D Laser Scanning Look Like?
- What Will Agriculture Jobs Look Like in the Future?

Stop [Industry-Specific Problem or Pain Point] and Start [Something] to [Positive Outcome]
- Stop Crunching Survey Data and Start Analyzing Intelligence to Drive Your Decisions
- Stop Wasting Time Tracking Worksite Progress, and Start Applying Analytics to Know What's Next

[Skill/Technology/Tool/Process]: [Positive Outcome]
- 3D Laser Scanning: A Modern Solution for Preserving Cultural Landmarks
- Smart Building Design: How to Plan Ahead for Climate Change

Take Your [Skill/Technology/Tool/Process] to [Advanced Level]
- Take Your 3D Laser Scanning Skills to the Next Dimension
- Take Your Data Workflow Process Beyond the Office

How [Skill/Technology/Tool/Process] [Real-World Application]
- How Three Survey Techniques Combined to Measure New Zealand's Highest Peak
- How Cutting-Edge Technology Keeps Passengers Safe on China's Nanjing Subway

Abstract

The abstract is the most important part of your proposal, and what reviewers prioritize during the evaluation process. It is a concise summary of what you plan to present, including the specific problem or challenge, how you overcame it, and what you learned from it. It should also indicate the structure: Will you be sharing a personal experience, or leading a learning process such as a case study, demo or lab session?

Pro Tip: Keep it focused. Skip the intro and get straight to your point. No wasted words.

Abstract Content Considerations

For the best chance of being selected, consider the following questions when creating your abstract.

Note: Character count for abstracts = Minimum 750 / Maximum 2,000

Problem Description
● What is the industry-specific problem?
● How does it impact your industry?
● Why does it exist?

Solution Journey
● How did you approach the problem?
● What types of data/information did you use?
● How did technology help?
● Any surprises along the way?
● What obstacles were overcome?
● How is your approach unique?

Learned Results
● What is different/better now?
● How has this process changed your business?
● How can others benefit from your experience?

Learning Objectives

The purpose of learning objectives is to state the desired outcomes for attendees of your presentation. They should be short, action-oriented, related to skills and knowledge, and complete the sentence, "After this presentation, attendees will be able to…"

Pro Tip: Always begin with a key verb, and keep it to one key verb per objective.

Sample Objective Formats
The examples below offer objective formats for six types of learning, based on the best practices defined in Bloom's Taxonomy — a framework specifically designed to create strong learning objectives. Use them for inspiration, piece them together in new ways, or fill in the blanks as shown.
Note: Character count for objectives = Maximum 100 each

REMEMBERING = memorization, recognition, or recall of facts
Sample Key Verbs: List, Define, Name, Identify, Recognize
Sample Format: [Key Verb] + [what is being remembered] + [area of focus].
Sample "Remembering" Objectives: ● Define key safety issues for subway development in China. ● Identify GIS technologies used in creating land records. ● Recognize the common metrics used for measuring construction projects.

UNDERSTANDING = understanding what the facts mean
Sample Key Verbs: Describe, Discuss, Explain, Interpret, Summarize
Sample Format: [Key Verb] + [what is understood] + [area of focus].
Sample "Understanding" Objectives: ● Summarize the value of accurate field operations management for small businesses. ● Explain how mobile applications improve project management on the jobsite. ● Discuss alternatives to robotic total stations when project size does not justify the cost.

APPLYING = correct use of the facts, rules, or ideas
Sample Key Verbs: Apply, Calculate, Demonstrate, Implement, Predict
Sample Format: [Key Verb] + [what is being applied] + [area of focus]
Sample "Applying" Objectives: ● Apply best practices for business continuity planning when disaster strikes. ● Demonstrate the benefits of integrated data collection, processing and analysis to productivity. ● Calculate the value of BIM for design, construction and facilities management.

ANALYZING = breaking down information into parts
Sample Key Verbs: Analyze, Assess, Classify, Illustrate, Outline
Sample Format: [Key Verb] + [what is being analyzed] + [area of focus]
Sample "Analyzing" Objectives: ● Analyze innovative technologies for estimating and managing stormwater discharge. ● Outline the new pressures that climate change is causing for the construction industry. ● Classify potential types of data breaches that could affect geospatial businesses.

EVALUATING = judging the value of information or ideas
Sample Key Verbs: Compare, Determine, Evaluate, Justify, Measure
Sample Format: [Key Verb] + [what is being evaluated] + [area of focus]
Sample "Evaluating" Objectives: ● Compare the business value and ROI of BIM in the US and other major global markets. ● Measure the impact state-of-the-art automated modeling technologies will have on BIM. ● Justify the roles of IoT, 3D printing, and enhanced mobility in future field service delivery.

CREATING = combining parts to make a new whole
Sample Key Verbs: Construct, Create, Design, Develop, Generate
Sample Format: [Key Verb] + [what is being created] + [area of focus]
Sample "Creating" Objectives: ● Develop a survey database for your business using various technologies to improve workflows. ● Design a plan for tracking fleet fuel efficiency throughout each phase of the delivery cycle. ● Generate cadastral maps to measure land tilt using UAS.

Speaker Biography

The goal of a biography is to provide a summary of a speaker's applicable experience and achievements. It should be brief, and relevant to what's being presented. We do not require any specific credentials or previous presentation experience. Some suggested info to include:

● Educational background
● Current position
● Work history or experience relevant to the topic
● Experience teaching, writing or presenting
● Academic qualifications, awards and references to published work

Pro Tip: Refer to yourself in the third person, and only include experience relevant to your presentation topic.

Sample Biography Format Use the three-part format below as a starting point when building your biography. Modify it however you want. Some parts may not apply, which is fine. Just include whatever experience you have that showcases your expertise on the presentation topic. *Note: Character count for biographies = Maximum 900*

PART 1 – Introduce yourself, the type of work you do, and what it accomplishes…
[Full name] is a [job title] at [company], [what do you accomplish/lead at your job].
[Full name] has [number] years of experience [what are your relevant industry skills].
[Full name] has spent the past [number] years [what is your job/career focus].

PART 2 – Give details about your industry experience, job history, and highlights of your success…
With [number] years of [type of technology/profession/task] experience, [first name] [what do you know/believe about what it takes to succeed in your industry].

Over the course of [his/her] career, [First name] has [what have you learned/observed/experienced].
A strong supporter of [what drives the success you are sharing in your presentation], [First name] [what first-hand experience do you have relevant to your presentation topic].

PART 3 – Add relevant degrees, certifications, awards, accomplishments (if applicable)...
[First name] holds a [degree type] in [area of study] from [university].
[First name] is a [trained/certified/licensed/etc] [what are you trained/certified/licensed in].
[First name] was [awarded/honored/recognized/etc] [define the accolade, who it was from, and when it happened].

Sample Presentation Proposals

Review the presentation proposal samples below. The "approved" examples demonstrate how the title, abstract, learning objectives and biography work together to provide a clear sense of the presentation's focus, and what attendees will gain from the experience. The "rejected" proposals are product promotions rather than educational opportunities, and not appropriate for Dimensions.

Example 1 – Approved	
Good example. The reference to Trimble is used to identify the presenter as a customer, who will discuss the pros and cons of a new technology. The title entices attendees who are considering a similar change, but not yet convinced it is worth the investment.	
Title	Real Time Networks Can Give a Big Boost to Productivity – But is it Right for Your Business?
Abstract	Based on research indicating a potential to draw new customers, Company ABC decided to convert to a Real Time Network (RTN). They selected Trimble for the hardware, software and consulting services to install the system. In this session, we present key business and technical details to consider when installing a RTN system. We further describe the implementation process at Company ABC, and how things have changed since the system became operational. We conclude with a summary of employee feedback, and lessons learned from development.
Objective 1	Identify the needs of potential customers of a RTN.
Objective 2	Assess the benefits and drawbacks of RTNs and integrity monitoring systems.
Objective 3	Determine the best solutions for different types of businesses.
Biography	Susan Smith is the CTO at Company ABC, in charge of evaluating and implementing company-wide technology advances. With 15 years of commercial construction experience, Susan believes innovation is the key to staying relevant in today's connected world. Susan holds a Master of Science degree in engineering management from Big University.

Example 2 – Rejected

The title looks promising, but the opening sentence of the abstract makes it clear that the presentation is a sales promotion for Company ABC's products. The objectives and biography are irrelevant.

Title	How Technology is Revolutionizing Survey Design and Analysis
Abstract	This session presents the latest and greatest features of Company ABC's Products, and how great they are at getting work done.
Objective 1	-
Objective 2	-
Objective 3	-
Biography	-

Example 3 – Approved

The title is the same as Example 2, but the abstract and objectives clarify that the presentation is about performing specific industry tasks, and how Product X enabled the presenter to do so. The focus is not a sales promotion for Product X.

Title	How Technology is Revolutionizing Survey Design and Analysis
Abstract	In the practice of survey design and analysis, we must consider geometry, instrumentation, measuring techniques and environmental factors. This session covers how new technology is changing the way we approach these issues, helping to minimize errors and maximize profitability. To illustrate the advances being made, we compare and evaluate land surveys done using classical solutions with those done using the new technology built into Trimble Product X. We conclude the session with a discussion on measuring the effect of new technology using real-world examples.
Objective 1	Identify how geometry, instrumentation and procedures affect the error budget.
Objective 2	Compare the impact of classical tools vs new technology.
Objective 3	Calculate the potential benefits of new technology to individual businesses.
Biography	John Q. Surveyor has 17 years of experience in land surveying, engineering surveys and construction. He's been a licensed surveyor for 9 years, and has led seminars on survey analysis and errors at conferences of professional surveyors. John has an associate of science degree in surveying from Neighborhood Community College.

Example 4 – Rejected

The title is a giveaway that this is a sales promotion for Product X. It doesn't matter what else is included.

Title	Why Product X is the Best Thing Since Sliced Bread
Abstract	-

Objective 1	-
Objective 2	-
Objective 3	-
Biography	-

Professional Development Hours (PDH)

At Dimensions 2018, we are proud to offer opportunities to earn Professional Development Hours (PDH) for attending conference sessions, in partnership with Missouri University of Science and Technology (Missouri S&T). PDH accreditation is granted only for presentations that demonstrate achievement of the minimum continuing education requirements set by state or local boards for renewing certain professional licenses.

Gaining Accreditation

To be considered for PDH accreditation, presentation proposals require a descriptive title, an abstract, three learning objectives, and a speaker biography. It must be well written, clearly convey the industry-specific problems and solutions to be discussed, and make sense to someone unfamiliar with Trimble or Trimble products. Of particular sensitivity to Missouri S&T is that presentations be educational and have no commercial overtones.

Earning Credits

To earn PDH credits, Missouri S&T requires that at least 50 minutes is spent in each qualified session. To accurately track attendance, make sure your name badge is scanned when entering and exiting session rooms. Following the conference, attendees will receive a transcript from Missouri S&T documenting all PDH-qualified sessions attended and credits earned. Share your transcript with appropriate state and local boards as evidence of continuing education efforts to apply toward professional license renewal.

Note: The acceptance of PDH credits for specific licensing or registration requirements is determined solely by the appropriate authorized board. Trimble and/or Missouri S&T cannot guarantee the decision of any board.

Frequently Asked Questions

Got questions about submitting a proposal or presenting at Dimensions? Review these FAQs for the quickest answer. If you need more information, email us at trimble_dimensions@trimble.com.

When is the Call for Speakers open?
Our Call for Speakers is open until June 1, 2018. No submissions will be accepted after the closing date.

Do I have to submit my presentation proposal online?
Yes. There are no offline options for submitting proposals.

Can I submit more than one presentation proposal?
Yes. You may submit multiple proposals, but each one requires an individual online submission. Only proposals containing all required information will be reviewed.

How do I know if my proposal was submitted successfully?
After successfully submitting a proposal, you will be automatically directed to a confirmation page with your Presentation ID number. You will also receive an email confirming receipt of you submission.

Can I make changes to my submission?
Once you create a user account and submit a proposal, your information is automatically saved. You have until the Call for Speakers closing date to revise or withdraw your proposal. Only proposals containing all required information will be reviewed.

When do I find out if my proposal is accepted?
The Dimensions content team will begin reviewing proposals as they are received. We will provide email updates on the status of proposals beginning mid-July 2018.

When will I give my presentation?
The exact date and time of each presentation will be determined by the Dimensions content team. Sessions are scheduled on each day, from Monday, November 5, through Wednesday, November 7. There are four to five session blocks per day, between 8:30 a.m. and 5:00 p.m. Accepted speakers are expected to be available for whatever time slots they are assigned.

Can I request a specific day and time to present?
No. Accepted speakers will be assigned session times based on the topic and content of their presentation, to ensure the best experience for all attendees.

How much time will I have to present?
Standard sessions are one hour long, including check-in and Q&A.

What equipment is available in the session rooms?
Session rooms are set up classroom style, with chairs, a podium, a projector and screen, and a computer preloaded with presentations. Accepted speakers may request additional equipment, if needed.

Will I get paid to speak?
Speakers are not paid, but do receive a special registration rate of $495 – that's $1,100 less than a full conference pass, and includes access to the complete Dimensions experience. Speakers are responsible for all other expenses, including travel, lodging, transportation, additional meals, and incidentals.