CALL FOR SESSIONS

CRITERIA

Relevance and Practitioner Value

- Consider how relevant and important the topic is in supply chain right now and in the future.

- What is the impact of this session and its significance to common practices?

- Will attendees be able to take the content back to their job and apply what they have learned?

- Does the content have value for their companies; is this session broadly transferable

- Will the practitioner community see the value in this session and be excited to attend?

- Will the attendees be able to relate to the content and improve their knowledge?

Content Clarity

- Have a well-though out session description—it must be clear and concise without having to guess what the intentions are.

- Provide clear objectives, where at first glance, the prospective attendee can understand why they should attend.

Supporting Speakers

- Consider if the customers/speakers are strong in their delivery.

- Consider a rounded-out panel: for every service provider and academic there should be a practitioner (manufacturer/retailer/shipper)

Overt Selling

- Overt selling of a product or service is prohibited.

- Session must present content with an unbiased view with a case to prove the product/service is effective to the greater supply chain community.