Call for presentations

SUBMISSION GUIDE

Submission due by: **February 28, 2018, by 11:59 pm PT.**
Questions? Contact: [bbworldprogram@blackboard.com](mailto:bbworldprogram@blackboard.com)
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Conference overview

**BbWorld** brings together educators and administrators from around the world to share best practices, discuss changes in education, and generate new ideas. As Blackboard’s flagship event, we set the stage to explore trends in teaching and learning, the student experience, analytics, institutional change, accessibility, employability, and community engagement in partnership with you.

**DevCon** is a two-day forum for system administrators, developers, and other technical attendees that takes place immediately before BbWorld. We focus on Blackboard’s various products: maintaining, configuring, and integrating with them. We dive deep into recent releases, our roadmaps, and API integrations with hands-on workshops and sessions.

Quick facts:

- **42+ countries**
- **300+ presenters**
- **185+ educational sessions**
- **1,000+ institutions**
- **2,000+ attendees**
- **Over 60% of sessions are led by customers**
BbWorld 2018 program themes

You have a unique point of view in your role at your institution. And we want to learn from you. BbWorld 2018 is designed to explore the transformations taking place in today’s complex education landscape. Share your perspective in the following theme-based tracks:

**Diving into openness in education**
Thanks to open education and today’s digital revolution, it is easier than ever to access free, high-quality educational resources that enable academic experiences. Discover how the educational community is fostering opportunities to access information, collaborate, compare points of view, and share knowledge and ideas that will lead you towards success.

**Optimizing the learner experience**
By optimizing an institution’s technology and staffing solutions, students are better identified, enrolled, retained, and served throughout their educational journeys. During these BbWorld sessions, learn how organizations are easing the student’s responsibilities outside of the classroom through process re-engineering, integrated technology systems, and nurturing faculty/staff interactions.

**Engaging professional development**
Employees today expect on-the-job training, professional development, and learning opportunities as standard offerings. Learn how organizations are engaging diverse and changing employees through innovative and creative programs that boost their retention rates and attract the best talent.

**Preparing for technological change**
Upgrading a learning environment, adopting a new technology, or moving to a new deployment can be a daunting task as you think about change management for educators and students, or the backend IT planning. Hear best practices and tips from other institutions about how they approached these initiatives and improved the teaching and learning experience for their faculty, students, and staff.

**Enhancing the teaching and learning journey**
Learners’ expectations are ever-evolving as the world and learning opportunities within it continue to change rapidly. Find out how leading instructors and administrators around the globe are approaching teaching and learning in their classrooms, organizations, and institutions.

**Transforming K-12 to unleash each student’s potential**
Leverage Blackboard digital learning solutions to improve student engagement and achievement through digital learning initiatives.

**Fostering inclusive education**
New technologies and innovations continue to change how we support all learners regardless of learning style. Explore methods for ensuring you are building an inclusive learning environment, and that pedagogy, content, technology, and services are accessible for everyone.

**Using analytics to drive learner success**
You make institutional choices every day that may change the course of a learner’s life. Now, find out how to make data-informed decisions to close achievement gaps and improve student learning outcomes. Learn how institutions, organizations, and K-12 districts are leveraging data to drive learner success.
Content at BbWorld & DevCon

We are seeking submissions that fit within the established themes and apply to a variety of audiences, including (but not limited to):

- **Developers**: Deep dives on topics that increase the technical knowledge of attendees, such as: SaaS migration, analytics, database maintenance, SIS integrations, and custom-built Building Blocks.

- **Leadership**: Addressing mission-critical objectives that have institution-wide impacts, including: using analytics, improving student outcomes, moving to competency-based models, managing change, increasing operational efficiency, and promoting technology adoption.

- **Technologists**: Topics that help technologists help students, faculty, and institutions, such as implementing and customizing solutions, product best practices, fostering adoption, moving to a SaaS environment, and incorporating analytics.

- **Educators and instructional designers**: Ways to help students, faculty, and institutions, such as implementing and customizing solutions, adopting best practices and cutting-edge products, moving to accessibility, course design, engaging online (and mobile) students, trends in digital learning, reaching Generation Z, and gamification.

- **K-12 professionals**: Sessions that illustrate best practices for digital learning—from the individual classroom to a district or school-wide initiative. K-12 attendees want ideas they can take home and apply in their classrooms and districts, such as how to leverage Blackboard solutions for blended learning, 1:1 initiatives, BYOD, professional development, online learning, and much more.

In short, we’re looking for real-world case studies, unique research, best practices, and creative perspectives that can inspire and guide attendees from around the world. Help lead the way as we navigate change together.
How to create a successful session submission

Step 1  Know your audience:

Our attendees represent higher education, K-12, business, and government institutions from around the globe.

<table>
<thead>
<tr>
<th>Role</th>
<th>Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>26% Higher ed instructional technologist/designer</td>
<td>53% North American higher education</td>
</tr>
<tr>
<td>23% IT professional</td>
<td>7% K-12</td>
</tr>
<tr>
<td>23% Leadership</td>
<td>8% Professional education</td>
</tr>
<tr>
<td>11% Teacher/faculty</td>
<td>9% Partner</td>
</tr>
<tr>
<td>3% Analyst/media</td>
<td>11% Non-U.S. higher education</td>
</tr>
<tr>
<td>5% Military/government professional</td>
<td>12% Undefined</td>
</tr>
</tbody>
</table>
Step 2 Select your format: What session format is best for the content you plan to deliver?

- **Standard 50-minute lecture:** Have a good amount of content and visuals to share? Select this option when submitting.

- **Panel discussion:** Want to collaborate with other peers on a particular topic? Select this option and indicate in your submission whom you are collaborating with. See page 9 for FAQs.

- **90-minute workshop:** Want your session attendees to walk away with new skills to take back to their institutions? This is the format for you! Be sure to include in your submission any required skills, software, or browsers your attendees will need in order to benefit from your presentation.

- **Rocket session:** Want to keep it short and sweet? With the success of TED Talks and PechaKucha presentations, we were inspired to create rocket sessions—seven-to-ten-minute power sessions that focus on your key points. Attendees will get a chance to watch up to six different presentations in one breakout.

- **Lightning session:** Interested in leading a shorter and more focused discussion? This is great option for first-time presenters or those who prefer to lead a conversation rather than a traditional lecture. Lightning Talks are hosted in the Community Live space (previously the Knowledge Bar) and should range from 15-30 minutes. You can present as an individual or lead a discussion with a group of your peers.
Step 3 Identify a focus: Where does your session fit in?

- Diving into openness in education
- Engaging professional development
- Enhancing the teaching and learning journey
- Fostering inclusive education
- Optimizing the learner experience
- Preparing for technological change
- Transforming K-12 to unleash each student’s potential
- Using analytics to drive learner success


Don’t forget to:
- Highlight what participants will take away.
- Be clear and concise about the objectives of the session.
- Make it engaging for your audience.
- Include key statistics and research you plan to highlight.
- Consider the best session format.
When is the deadline to submit?
The deadline to submit for BbWorld and DevCon 2018 is Wednesday, February 28, 2018, by 11:59 pm PT. Extensions have been made in the past; however, this year we intend on closing on this date. The sooner we close, the sooner we can let attendees know about all the great content that will be taking place in July.

How do I submit?
All proposals are submitted through our online submission form that can be found by visiting http://bit.ly/bbworldcfp2018. You can start your proposal and save it to complete at a later time if necessary. We suggest making your submission on your laptop or desktop computer instead of on a mobile device to ensure a successful submission.

Can I submit more than one proposal?
You can submit more than one proposal; however, please keep in mind that we typically will only accept one proposal per person.

What is the process if I have multiple presenters?
Select one person to take the lead for your submission. That person can add presenters, but he or she will be the session owner. Acceptances and regrets will be sent to the session owner.

What if I want to do a session that doesn’t fit in the established session formats?
Contact us at bbworldprogram@blackboard.com with a brief description of what you are looking to do. If we can support it, we’ll let you know.

When will I find out if my proposal has been accepted?
Email notifications will be sent in April.

How can I view the status of my submission?
You may log in to the CFP portal to view the status of your submission. Bookmark this link to keep it handy: http://bit.ly/bbworldcfp2018.

Do presenters get a discount?
Yes! One way we are able to say thanks for your time and participation is by offering discounted registration rates for both BbWorld and DevCon. You can view rates at bbworld.com.

What is the likelihood of my presentation being accepted?
We value and appreciate your time in submitting proposals. When choosing sessions, we consider:

Session diversity: We strive to ensure a good mix of topics and formats, so we encourage you to take a unique perspective on a pressing topic to differentiate your proposal.

Total number of sessions available: At BbWorld, we have a limited amount of space and session times. We try to avoid having too many sessions thus leaving attendees torn about what to attend.

Value to participants: Our most important job is to ensure that sessions provide maximum value to our participants. We look for unique research, tangible takeaways, replicable best practices, inspirational stories, innovative problem solving, and examples of strong leadership.

Level of expertise: There is a mix of technical experience levels at BbWorld and DevCon. We often get sessions suited for beginners, but we have a lot of advanced attendees. We will often favor more advanced material when deliberating between proposed sessions.

We take each submission very seriously and want to assure you that it would not be a reflection on you if your proposal is not incorporated into the program. Balancing conference logistics means that, unfortunately, not every proposed session can be incorporated into the program.
What past presenters are saying

“Very smooth process, one of the best gigs I’ve done.”

“BbWorld is an exceptional experience for any presenter.”

“Your organization treats all attendees including presenters as special guests, and that vibe is always much appreciated.”

97% were satisfied or extremely satisfied with their experience as a presenter at BbWorld or DevCon

82% expressed interested in presenting again

Top 3 reasons to present:
1. Knowledge sharing
2. Networking
3. Resume building

94% thought the CFP process was easy to understand and use

2017 and 2016 Speaker Satisfaction Survey (based on 100 survey respondents)

Stay up to date on all things BbWorld

Visit bbworld.com to stay in the know regarding conference announcements, agenda, and more.