

2018 Call for Speakers Guide

Data You Need for the Call for Speakers

Please note: Incomplete or late submissions will not be sent to the committee for consideration. Please take the time to make sure all your entries are complete, submitted successfully and on time.

(*mandatory field)

Title*: Maximum character limit is 80 characters, including spaces (approximately 12 to 17 words)

Abstract*: Maximum character limit is 750 characters, including spaces

Theme*: Please also be prepared to align your proposal to one of these themes. If your proposal does not align with one of the themes below, please select "Not Applicable".

Themes*:

- **Innovations for Smarter CX**
Artificial intelligence, IoT, augmented reality, chatbots, virtual assistants. How are you using innovations like these to deliver state of the art CX?
- **Business Transformation**
Share your story of business transformation: Why did you start and how? What did you learn? What are the results?
- **Partnering Across the Organization for Better CX**
It takes a village to deliver seamless, personalized, and immediate experiences. How are you breaking down organizational siloes to get it done?
- **Putting Data and Intelligence to Work**
Great customer experiences are rooted in data. How is your organization using data and intelligence to improve customer experience?
- **Industry Best Practices for Incredible Experiences**
Every industry has a unique approach to customer experience. What are the best practices you've uncovered in your market space?
- **Extending the Oracle CX Cloud**
IT leaders: tell us how you have used Oracle's platform capabilities for development and integration in order to extend the Oracle CX Cloud Suite.
- **Not Applicable**
Session content does not fall under a theme.

Solution Area*: Select one or more solution area

- Oracle Data Cloud
- Oracle Eloqua
- Oracle Content Marketing
- Oracle Sales Cloud
- Oracle Engagement Cloud
- Oracle CPQ Cloud
- Oracle Field Service Cloud

- Oracle Infinity
- Oracle Responsys
- Oracle Maxymiser
- Oracle Commerce Cloud
- Oracle Loyalty Cloud
- Oracle Social Cloud
- Oracle Service Cloud
- CX for Industry: High Tech
- CX for Industry: Manufacturing & Automotive
- CX for Industry: Communications
- CX for Industry: Financial Services
- CX for Industry: Retail
- CX for Industry: Consumer Goods
- CX for Industry: Other
- Unified CX Platform: Oracle Business Intelligence
- Unified CX Platform: Integration Cloud Services
- Oracle Mobile Cloud Service
- Oracle Adaptive Intelligent Apps
- Oracle IoT Cloud
- Oracle Virtual Assistant
- Oracle Video Chat

Audience Types*:

- Product Admin
- Business End User
- Executives
- IT / Developers

***Session Format:** Describes the format in which the topic will be delivered

- Breakout Session – A 45-minute session

Key Takeaways *

Outline the top 3 key takeaways for the attendee for this session.

Adding Participants

Each submission must have at least one speaker assigned in order to be considered.

Session Roles

Submitter Role:

- The person submitting the session will be designated as the submitter for that session. The submitter is **not a speaker** on the session unless he or she also assigns himself or herself a speaker role.
- The submitter receives confirmation for the entered session but will not receive the speaker invitation and communications after that point (unless he or she has a speaker role).
- The submitter must assign at least one speaker to each session he or she enters.

Speaker Role:

- The person(s) with the speaker role will be the session presenter(s).
- If the session is selected, Speakers receive a speaker invitation, and future speaker communications.

All speakers must provide contact information including name, company name, email address, and mobile number.

Speaker Limit:

All Conference sessions have a maximum of 2 speakers. There may be some exceptions. Please review the Speaker Policy section below for information on complimentary speaker passes.

Content Program Policies

- Submitter must secure all necessary permissions for use of proposed presentation materials before submitting.
- Standard presentation time slots are 45 minutes. We suggest allocating 10 minutes for a Q&A period within that timeframe. Make sure your topic of discussion can be covered in this timeframe.
- By submitting a session for consideration, you authorize Oracle to promote, publish, display, and disseminate the content submitted to Oracle, including your name and likeness, for use associated with the MODERN CUSTOMER EXPERIENCE 2018 conference. Invited speakers (non-Oracle) will be required to review and respond to the Speaker Consent Form. A copy of the form is provided below.
- Speakers for accepted submissions will receive a complimentary pass to the event for which their submission is accepted.
- Acceptance of the complimentary pass must be in compliance with the policies of your employer, including conflict of interest, ethics, and gift policies. All speakers from government entities must comply with their own organization's compliance rules and regulations.
- The complimentary pass is limited to one pass per speaker and is not transferable.
- Oracle does not reimburse speakers for travel and expenses. Speakers are responsible for any applicable taxes, customs duties, or other expenses related to acceptance of the complimentary pass.
- If for any reason you need to cancel your speaking engagement, your complimentary pass will no longer be valid.
- Do not include proprietary or confidential material. The submitter is responsible for obtaining necessary permission to use all materials.
- Oracle reserves the right to edit session information.
- All deadlines must be met. Any requests received after the deadline may not be approved, and any missed deadlines can result in cancellation of sessions.
- Oracle reserves the right to cancel a session or speaker if necessary.

Speaker Consent Form

Non-Oracle speakers on accepted sessions will be asked to respond to this agreement.

On behalf of myself and my company/organization, which is designated below ("Organization"), and in consideration of my participation in Modern Customer Experience 2018, scheduled to take place April 10-12, 2018, in Chicago, IL (the "Event"), I grant Oracle (and its designated contractors), and its subsidiaries and affiliates under common control ("Oracle") the following permissions in connection with the Event:

1. Permission to make sound and visual recordings of any and all presentation(s) I give in relation to the Event ("Presentation") on film, tape, disk, and/or other forms of media, whether in analog or digital format (the "Recordings"), including permission to incorporate into the Recordings, in whole or in part, any presentation materials that I use in connection with my Presentation, including without limitation any written speeches, visual aids, or other visual or written materials used, performed, displayed and/or provided by me in connection with the Presentation (the "Presentation Materials.")

2. Permission to use and distribute my name, voice, biographic material, likeness, and portrait (hereinafter collectively referred to as my "Likeness") in connection with my Presentation, for the purpose of publicizing or promoting my Presentation(s) at and participation in the Event, including permission to incorporate my Likeness into the Recordings, in whole or in part.

3. Permission to use my Organization's name and logo in connection with my Presentation and incorporate them into the Recordings, for the sole purpose of identifying my Organization, my affiliation with my Organization, and my presentation at and participation in the Event. Oracle's use of the company name and logo inures solely to the benefit of my Organization.

4. Permission to use, copy, translate, reformat, edit, broadcast, publish, perform, promote, distribute, digitize, transmit, make derivative works based upon, and/or display all or parts of my Presentation, my Likeness, my Presentation Materials, the Recordings, and/or a transcript of the Recordings. This includes, without limitation, the right to make and distribute a DVD, CD, flash memory card, memory stick, PC card, audio tape, video tape, and/or other recording of the Event proceedings that contains the Recordings in whole or in part, the right to distribute the Recordings in whole or in part via download from Oracle's affiliated web sites, and the right to distribute, display, broadcast, rebroadcast, and reproduce the Recordings, in any and all media existing now or later developed, as part of Event proceedings and archives that Oracle makes available on its web sites or elsewhere. Any such use must be in connection with the Event or future versions of the Event, and must not be misleading or reflect negatively on my Organization or me.

I understand that neither my Organization nor I will receive any compensation for granting these permissions. Oracle is not granted any other permissions or rights with respect to my Likeness, my Presentation, the Recordings, or the Presentation Materials.

I represent and warrant that I have the right to the Presentation and Presentation Materials except any Presentation Materials listed herein, that the publication of this Presentation and Presentation Materials will not infringe on the patent, trademark, copyright rights of others, nor is it slanderous, libelous, or an invasion of any person's right of privacy or publicity. I further represent and warrant that I have full power to grant this license to Oracle.