



## **Key Selection Criteria**

We want the very best presentations for HDI 2012. What attributes are we looking for in a presentation?

- More than just theory—use practical experience, real-world examples, and case studies from all points of progress to show the journey of maturity.
- Other "real-life" examples, including lessons learned, practical strategies, templates, and real-world, practical measurements and metrics.
- A coherent and interest-grabbing presentation, featuring high-quality presentation materials and accompanying documentation.

Specifically, the following attributes will help you rate well:

- Significant experience and subject matter expertise in the topic proposed, strong content knowledge, experience, and passion;
- The ability to facilitate communication, collaboration, and the exchange of ideas with the audience;
- Proven, dynamic presentation skills and experience speaking in front of large audiences;
- Content that is pertinent to customer service, IT support, and customer technical support executives and managers and that addresses the most pressing issues regarding best practices, processes, technology infrastructure, and people management;
- Content that emphasizes practical, proven how-to ideas, rather than theory;
- Fresh, timely content, free of promotional material; and
- Specific content for experienced support professionals and mature support organizations, rather than general or introductory overview content (this will receive higher consideration).

Please provide complete information for each proposal element. Only complete proposals will be recorded in the database and considered for selection. Also, be sure to include full contact information for all speakers, co-speakers, and references. Again, incomplete proposals will not be considered.