

Dimensions User Conference

Speaker Proposal Handbook

Guidelines, tips and templates for creating a successful speaker proposal.

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Define your topic

Having a topic that excites your audience is integral to attracting people to your session and your success as a speaker. Consider the following questions when preparing a proposal.

Who is your audience?

Dimensions includes attendees with a full range of experience and skill levels across industries around the world. Your proposal should be specific to the needs and interests of one user group.

- New users – getting up to speed on best practices
- Advanced users – going beyond standard tools and technology
- Power users – seeking innovative ways to work smarter
- General – everyone will love it

What will attendees learn how to do?

Provide your audience with ideas and inspiration for addressing a challenge, and the relevant benefits of doing so. Some suggested takeaways include the following:

- Boost productivity
- Reduce expenses
- Improve collaboration
- Make faster, more accurate decisions
- Increase safety
- Build a competitive advantage
- Decrease costly mistakes
- Improve customer satisfaction
- Prepare for the future
- Increase quality of work
- Better monitor and manage assets
- Quickly transform data into deliverables
- Expand customer/client reach
- Meet compliance requirements

What is your session type?

In what format will you present your information to your audience? The percentage next to the session type shows the percentage of sessions we expect to fall into each category.

Ask the Experts (5%) - an open forum where attendees engage with specialists to receive personalized advice, industry insights, and expert opinions.

Case Study (10%) - an in-depth analysis of a real-world scenario covering specific challenges, strategies implemented, and outcomes achieved.

Classroom Session (60%) - an instructor-led presentation focused on a specific topic, mimicking a traditional learning environment.

Computer Lab (15%) - an interactive, hands-on lab where instructors guide attendees through the practical use of specific software or tools.

NOTE: computer lab sessions can vary anywhere from 1 to 4 hours in length.

Networking (5%) - a facilitated session where instructions lead guided discussions to help attendees connect with peers and share industry-specific insights.

Workshop (5%) - a collaborative session where diverse teams engage in interactive problem-solving to generate innovative solutions for pressing industry challenges.

Proposal requirements

The basic speaker proposal requirements are simple: title, abstract and speaker biography. The following information is based on best practices and may be customized to meet your needs.

Proposals missing required information will not be reviewed. All sessions must be educational, commercial sales pitches or promotions for products or companies are not permitted.

***Pro tip:** Prepare your proposal content offline, before beginning the submission process. This allows you to review and revise each part until it is ready. Then just paste everything into the online proposal form.*

Title

The title is the first thing people use to decide whether or not to attend a session. It's important to have one that sparks interest. A great title addresses a specific audience, promises a desired outcome and provides a sense of urgency. **100 character limit.**

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

[How to write a great title >](#)

Abstract

The abstract is the part of a speaker proposal that Trimble reviewers look at most carefully during the assessment process. It should contain a concise summary of what you plan to present. Your abstract should be focused and clearly express the topic you will be presenting. And remember, sessions must be educational and non-commercial. **600 character limit.**

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

[How to write a great abstract >](#)

Speaker Biography

A biography provides details about a speaker. It should include who the speaker is and any experience relevant to the proposal focus. We do not require any specific credentials or experience. **400 character limit.**

***Pro tip:** Refer to speakers in the third person, and only include experience relevant to the session topic.*

[How to write a great bio >](#)

Speaker proposal examples

Review the speaker proposal examples below. The “approved” examples demonstrate how the title, abstract, and biography work together to provide a clear sense of the session’s focus, and what attendees will gain from the experience. The “declined” proposals are product promotions rather than educational opportunities, and not appropriate for Dimensions.

✔ Approved proposal

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.*

BIOGRAPHY: *Susan Smith is 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.*

✘ Declined proposal

The title looks promising, but the opening sentence of the abstract makes it clear that the session 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.*

BIOGRAPHY: *Director, Survey and Scanning*

✔ Approved proposal

While the title is the same as what appears in the above example, the abstract clarifies that the session 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.*

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.*

✘ Declined proposal

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: -

BIOGRAPHY: -

Frequently asked questions

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

When is the call for speakers open?

The call for speakers is open through early April. No proposals will be accepted after the closing date.

Do I have to submit my speaker proposal online?

Yes. There are no offline options for submitting proposals.

Can I submit more than one Speaker proposal?

Yes. You may submit multiple proposals, but each one must be completed individually. 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 directed to a confirmation page with your Proposal ID number and details. You will also receive an email confirming receipt of your proposal.

Can I make changes to my proposal after it is submitted?

While you are creating your proposal, the information you enter will be saved as you advance to each new page. You can go back and make changes to any saved content at any point prior to clicking submit on the final page. Once the proposal is submitted, you can no longer make changes.

When do I find out if my proposal is accepted?

Trimble reviewers begin evaluating proposals as they are received. You will receive email updates on the status of proposals beginning in late May.

When will I give my presentation?

The exact date and time of each session will be determined by Trimble. Sessions are scheduled throughout each day of the conference. All accepted speakers are expected to be available for whatever time slots they are assigned, and some speakers may be asked to present a session more than once.

How much time will I have to present?

Standard sessions are one hour long, including check-in and Q&A.

Will I get paid to speak?

Speakers are not paid but do receive a special registration rate of \$750, with full access to the complete Dimensions experience. Speakers are responsible for all other expenses, including travel, lodging, transportation, additional meals and incidentals.

Why do I need to submit a presentation so far in advance of the conference?

The content review team needs to review, revise (if necessary) and approve each session presentation. They ensure all content is accurate, appropriate, grammatically correct. Presentations must also use the correct branded Google Slides template available in the Speaker Resource Center.

With hundreds of presentations to review, several weeks are required to ensure every one gets adequate attention. We also need to have all presentations finalized and approved about a week prior to Dimensions in order to upload everything to session room computers.

What equipment is available in the session rooms?

Classroom sessions are typically set up theater style, with attendees seated in several rows of chairs. Some rooms are set up classroom style, with rows of tables and chairs. Speakers have a podium with a handheld microphone, projector, screen, speakers, presentation clicker and a laptop computer with all session presentations loaded onto it.

Panel discussions also have a table on a stage in the front of the room, and at least one additional microphone.

Computer labs are set up classroom style and equipped with computers at each seat.

What if I paid for a conference pass prior to being accepted as a speaker?

Speakers who registered prior to being accepted as speakers will be automatically credited the difference of the paid registration rate and the speaker rate.

[Appendix A]

How to write a great title

Character count = 100 max

Use these formulas for inspiration when writing your title.

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 Infrastructure Projects

How to Get a Positive Outcome + Avoiding Negative Effects

- » How to Transform Survey Data into Powerful Intelligence without Busting Your Budget
- » How to Capture, Process and Analyze Data in Remote Locations without Losing Connectivity

Positive Outcome = Result of Skill/Technology/Tool/Process

- » Stay Connected in Remote Locations with Easy-to-Use Techniques and Technology
- » Increase Competitive Advantage in Global Markets by Leveraging BIM Capabilities

How Person/Business/Place + Skill/Technology/Tool/Process + Positive Outcome

- » How Germany is Enhancing Traffic Safety on its Largest Bridge with 3D Laser Scanning
- » How Croatia Uses 3D Laser Scanning to Protect Infrastructure from Landslides

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 the Year for Survey Pros
- » Top Data Workflow Trends Across the Design-Build-Operate Continuum

Stop Industry-Specific Problem or Pain Point + Start New Solution + Positive Outcome

- » Stop Crunching Survey Data and Start Analyzing Intelligence to Drive Better Decisions
- » Stop Wasting Time Tracking Progress and Start Using Analytics to Know What's Next

Skill/Technology/Tool/Process = Positive Benefit

- » 3D Laser Scanning: A Modern Solution for Preserving Cultural Landmarks
- » Smart Building Design: Planning Ahead for Climate Change

How Skill/Technology/Tool/Process + Real-World Application = Positive Result

- » How Three Survey Techniques Combined to Measure New Zealand's Highest Peak
- » How Monitoring Technology Keeps Passengers Safe on China's Nanjing Subway

[Appendix B]

How to write a great **abstract**

Character count = 600 max

The abstract should contain a concise summary of what you plan to present, expanding on the answers to the three key questions:

- What is an industry-specific challenge you experienced?
- How did you deal with the challenge?
- Why is your experience relevant to others?

Use probing questions

Your abstract should be focused and clearly express the topic you will be presenting. Use the probing questions below to create a well structured abstract.

Challenge Description

- What is the industry-specific challenge?
- 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?

[Appendix C]

How to write a great speaker biography

Character count = 400 max

Use the three-part format below as a starting point when building a biography. Modify it however you want. Some parts may not apply, which is fine. Just include whatever experience best showcases expertise on the session topic.

Who is the speaker?

Name, job details and experience with a specific duty/industry/technology/etc.

- » **Full name** is a **job title** at **company**, **what does person accomplish/lead at their job** .
- » **Full name** has **number** years of experience **what are relevant industry skills** .
- » **Full name** has spent the past **number** years **what is job/career focus** .

What relevant experience does the speaker have?

Details about knowledge and expertise, and related business success.

- » With **number** years of **type of technology/profession/task** experience, **first name** **knowledge or belief about what it takes to succeed in their industry** .
- » Over the course of their career, **first name** has **what have they learned/observed/experienced** .
- » A strong supporter of **what drives the success they are sharing in the presentation**, **first name** **what first-hand experience do they have relevant to the session topic** .

What are some of the speaker's achievements or accolades?

If applicable, relevant degrees/certifications/awards/etc. (this is not a requirement).

- » **First name** holds a **degree type** in **area of study** from **university** .
- » **First name** is a **trained/certified/licensed/etc** **what they trained/certified/licensed in** .
- » **First name** was **awarded/honored/recognized/etc** **define the accolade, who it was from, and when it happened** .