



Thank you for trusting SAPinsider to bring your valuable content to life and engage with our distinguished members. Please complete the following questionnaire to help our audience understand why your content is unique and relevant to them. We look forward to collaborating with you.

Abstract Questionnaire

Please answer the following questions regarding the content for your session

1. What is the current and relevant business or technology challenge that your presentation will set out to address? What decisions are customers trying/struggling to make, which problem are they interested in solving, which topic or process do they need help understanding/navigating?
2. What specific questions (2-3) are customers asking themselves around this challenge? For example: How do I reduce risk? How can I increase financial success? What are proven best practices? What have my peers done to overcome or mitigate this problem?
3. In a couple of sentences, what is your recommendation for solving this challenge? What guidance will you provide to help SAPinsider members better understand the current challenge?
4. How will you demonstrate the real-world examples of your proposed solution solving this challenge? For example, bringing a client to present with you in an interview format; securing pre-recorded client testimonials/interviews; showing data from a client case study, are a few options.
5. What actions will attendees be able to take after attending your presentation? (please list 3-4 learning objectives using **measurable verbs**):
 - List...
 - Explain...
 - Apply...
 - Identify...
6. Audience (what specific titles/roles will benefit from this presentation?)

Please provide your session details below:

Session Details

Speaker Name:

Title:

Company:

Speaker Email Address:

To promote your content and your speaker, please provide all relevant LinkedIn handles:

As a helpful resource, below are a few points to assist you in developing your thought leadership abstract

A thought leadership session should:

- 1) Demonstrate timely and relevant knowledge of the industry
- 2) Addresses a real-world problem, identifies challenges, and outlines solution approaches
- 3) Showcase the author as an authority in the field, a subject matter expert and creates a culture of learning

Don't forget to:

- Provide data
- Tell a story
- Provide a client case study example

And don't hype

The abstract should:

- 1) Define the business challenge
- 2) Provide a solution that relates to the content asset
- 3) Pose a question from the perspective of the attendee "So, how do you get there?"
- 4) List measurable learning objectives
- 5) Summarize key session takeaways

Proposed title, max 100 characters (the title should be concise and have an educational tone)

Proposed description, max 2500 characters: