Clubzone Submission Guidelines

ClubZone is SugarCRM's inaugural virtual user conference where customers can learn best practices, and hear how companies are using the platform to create high-definition customer experiences using Sugar. The conference will feature live sessions from a cross section of Sugars, Customers and Partners who will share their knowledge, best practices, use cases, demos and tools to boost proficiency. Use this guide to help you submit a great session idea. **Each individual may only submit up to three session ideas.**

There will be three conferences in the series to accommodate customers in all time zones:
- APAC: Tuesday, September 28 | 1:00-5:00 PM AEST | 8:30 AM-12:30 PM IST
- Americas: Wednesday, September 29 | 9:00 AM-1:00 PM PDT | Noon-4:00 PM EDT
- EMEA: Thursday, September 30 | Noon-4:00 PM BST | 1:00-5:00 PM CEST

Key Deadlines:
- Tuesday, July 13: Submission opens
- Friday, August 6: Submission deadline
- Monday, August 16: Notifications of Acceptance
- Friday, September 10: Session outline/presentation deadline

How to submit your idea:
- Please fill [this submission form](#) out by August 6th, 2021

Submission Types
- Each individual may submit up to three session ideas.
- There are eight different types of sessions you can pitch us, so make sure yours falls within one of these. If your session doesn't neatly fit into one of these types, that's okay, just explain the idea in detail.
- Here are the session types:
  - Use case (How you use Sugar)
  - Demo of a product or service
  - Sharing best practices

- How-to session
- Working session for a specific challenge or project
- Brainstorming session
- Power user tips and tricks
- How to demonstrate business impact

Tips to make your submission stand out:
- Pick a topic that genuinely interests you. What challenges or successes are you going to discuss?
- Ask yourself, "what will the attendees get out of my session?" What will they walk away with? Explain clearly the benefits that your session will offer those who attend it.
- Be clear and captivating in your title and description. A good title will invite the attendee to join by making the topic distinct and engaging. Make sure that your description supports the title.
- Do not use this session as an opportunity to sell a solution or product or promote your services. The purpose of this conference is to educate and connect to the community.

What criteria is used to review submissions?
Sessions should be carefully considered and prepared, interactive, and provide resources, takeaways, and action points. To ensure that every participant feels their time spent is valuable, reviewers will consider some of the following criteria when evaluating submissions:

- Laser focused: The following should be clear: the session description and objectives, how the session adds value to the conference and serves attendees, who the target audience is, and what takeaways participants can expect.
- Interactivity: We highly encourage your session to include the attendees in the conversation. Are you using Zoom breakout rooms for attendees to work on a specific challenge in smaller groups? Will you be using real time polling to get your attendees involved?
- Original content: The session should present original content that hasn't been delivered at another event, conference or webinar or by anyone other than yourself.

FAQs
Q. **Will the conference be in-person or virtual?** After careful consideration, the decision was made to deliver the ClubZone user conference virtually to ensure continued safety to our speakers and attendees. In the future, we hope to offer the conference in person in different regions.

Q. **What information should I prepare?** Please view the submission requirements at the top of this page to see what information you need to prepare, including word limits. Make sure to also collect all the information for your co-presenters before you start the submission process, if applicable.

Q. What is the submission and review process? Submissions are now open through August 6, 2021. After that time, a team of reviewers will assess all submissions and final decisions will be made, according to our review criteria.

Q. Who can submit a proposal? We encourage all SugarCRM Customers, Partners and Employees to submit their ideas. If selected, solicitation or promotion of products or services during your session is strictly prohibited.

Q. Can I pitch an idea for a session in a non-English language? Yes! We are specifically looking for high quality content in English, Spanish, Italian, French and German.

Q. When will I know if I've been accepted? Notifications will be emailed out on August 16, 2021, to the main person who submitted the idea.

Q. Will I get help with my presentation? You will be provided a ClubZone template to use, but we will not provide design support. The ClubZone content team will request to do a final review of your session.

Q. Will my session be recorded? The speaker is responsible for recording their session and providing the link to the recording within 24 hours after the session ends. If your submission is accepted, you agree to allow attendees to view your session on demand for up to 90 days after the last event is over.