



Trimble
DIMENSIONS

Trimble Dimensions 2020 **Speaker Proposal Handbook**

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Selecting a Topic

Having a topic that excites and engages your audience is integral to your success as a speaker. Think about the following three questions when choosing your presentation topic.

1. What is an industry-specific challenge you experienced?

This should be a common challenge within your industry, yet one not easily solved. Be sure to carefully consider your audience. Along with presentations that appeal to everyone, we seek topics specific to the interests of new, experienced and expert users.

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

2. How did you deal with the challenge?

Apply your personal story, sharing how the challenge affected you and how you worked to solve it. While it's valuable to discuss any technology you used, stressing the effect of the technology makes for a more compelling presentation.

- What opportunities exist for industry leaders to improve the way they work?
- How might technology transform your industry in the near future?
- How do new and classical solutions compare in addressing industry challenges?
- How can you convince your boss to get on board with a new technology?
- Demonstrate a project workflow from start to finish.
- Share tips/tricks to help users maximize the impact of certain tools/technologies.
- Show how companies are pushing boundaries in your industry.

3. Why is your experience relevant to others?

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

- Boost Productivity
- Reduce Costs
- Improve Collaboration Across Project Teams
- Make Faster, More Accurate Decisions
- Increase Safety
- Build a Competitive Advantage
- Decrease Costly Mistakes
- Improve Customer Satisfaction
- Drive Continuous Improvement
- Prepare for the Future
- Increase Quality of Work
- Optimize Asset Lifecycle Management
- Streamline Operations on Concurrent Projects
- Better Monitor and Manage Assets
- Enhance Employee Skill Sets
- Quickly Transform Data into Deliverables
- Expand Customer/Client Reach
- Achieve Regulatory Compliance Requirements

Proposal Requirements

After creating a user account and signing in, the basic Speaker Proposal requirements are simple: title, abstract, objectives and speaker biography. The following information is based on best practices and may be customized to meet your needs. Make sure to complete each part; proposals missing required information will not be reviewed. All presentations must be educational and non-commercial.

Pro Tip:

Create your proposal content offline, before beginning the submission process. This allows you to review and revise each part until it's ready. Then just paste it into the online submission form.

Title

The title is the key thing people use to decide whether or not to attend a session, so 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. The title formulas below are based on best practices. They are only suggestions. Feel free to mix and match, change them completely, or create your own formula.

Character count for titles = Maximum 100

Pro Tip:

Many speakers find it better to write the title after the abstract has been created.

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 Rail Companies*

Purpose/Development + Skill/Technology/Tool/Process — Attribute + Attribute

- » *The Evolution of 3D Laser Scanning Technology — from Data to Intelligence*
- » *The Role of UAVs in Land Administration — Advantages and Obstacles*

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 Survey Data in Remote Locations without Losing Connectivity*

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

- » *Stay Connected in Remote Locations with Easy-to-Implement Techniques and Technology Solutions*
- » *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 Lift-Bridge Using 3D Laser Scanning*
- » *How Croatia Uses 3D Laser Scanning to Protect its Infrastructure from Landslides*

See how Skill/Technology/Tool/Process = Improved Real-World Application

- » *See How 3D Laser Scanning is Transforming Asphalt Paving, and Increasing Project Productivity*
- » *See Forensic Mapping Tools in Action, and Learn How Investigators Recreate Crime Scenes*

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 of 2018 for Geospatial Pros*
- » *Top Data Workflow Trends Across the Design-Build-Operate Continuum*

What Will Future Industry-Specific Role/Task/Impact Look Like?

- » *What Will Future 3D Laser Scanning Look Like?*
- » *What Will Agriculture Jobs Look Like in the Future?*

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

- » *Stop Crunching Survey Data and Start Analyzing Intelligence to Drive Your Decisions*
- » *Stop Wasting Time Tracking Worksite Progress, and Start Applying 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: How to Plan 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 Cutting-Edge Technology Keeps Passengers Safe on China's Nanjing Subway*

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, expanding on the answers to the three key questions considered when selecting a topic:

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

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. And remember, presentations must be educational and non-commercial.

Character count for abstracts = Minimum 500 / Maximum 1,500

Pro Tip:

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

Use the probing questions below to help build your 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?

Objectives

Objectives define the desired outcomes for attendees of your presentation. They should be short, action-oriented, related to skills and knowledge and complete the sentence, “After this presentation, attendees will be able to...”

The examples below offer objective formats for six types of learning, based on the best practices defined in Bloom’s Taxonomy — a framework specifically designed to create strong objectives. Use them for inspiration, piece them together in new ways or fill in the blanks as shown.

Character count for objectives = Maximum 100 each

Pro Tip:

Always begin with a key verb, and keep it to one key verb per objective.

Align your objectives with what your audience will learn.

TYPE 1: “REMEMBERING” OBJECTIVES

DESCRIPTION: The memorization, recognition, or recall of facts.

KEY VERBS: List / Define / Name / Identify / Recognize

FORMAT: **[Key Verb] + [what is being remembered] + [area of focus]**

- EXAMPLES:
- Define key safety issues for subway development in China.
 - Identify GIS technologies used in creating land records.
 - Recognize the common metrics used for measuring construction projects.

TYPE 2: “UNDERSTANDING” OBJECTIVES

DESCRIPTION: Understanding what the facts mean.

KEY VERBS: Describe / Discuss / Explain / Interpret / Summarize

FORMAT: **[Key Verb] + [what is understood] + [area of focus]**

- EXAMPLES:
- Summarize the value of accurate field operations management for small businesses.
 - Explain how mobile applications improve project management on the jobsite.
 - Discuss alternatives to robotic total stations when project size does not justify the cost.

TYPE 3: "APPLYING" OBJECTIVES

DESCRIPTION: The correct use of facts, rules, or ideas.

KEY VERBS: Apply / Calculate / Demonstrate / Implement / Predict

FORMAT: **[Key Verb] + [what is applied] + [area of focus]**

- EXAMPLES:
- Apply best practices for business continuity planning when disaster strikes.
 - Demonstrate the benefits of integrated data collection and analysis to productivity.
 - Calculate the value of BIM for design, construction and facilities management.

TYPE 4: "ANALYZING" OBJECTIVES

DESCRIPTION: Breaking down information into parts.

KEY VERBS: Analyze / Assess / Classify / Illustrate / Outline

FORMAT: **[Key Verb] + [what is being analyzed] + [area of focus]**

- EXAMPLES:
- Analyze innovative technologies for estimating and managing storm water discharge.
 - Outline the new pressures that climate change is causing for the construction industry.
 - Classify potential types of data breaches that could affect geospatial businesses.

TYPE 5: "EVALUATING" OBJECTIVES

DESCRIPTION: Judging the value of information or ideas.

KEY VERBS: Compare / Determine / Evaluate / Justify / Measure

FORMAT: **[Key Verb] + [what is being evaluated] + [area of focus]**

- EXAMPLES:
- Compare the business value of BIM in the US and other major global markets.
 - Measure the impact automated modeling technologies will have on BIM.
 - Justify the roles of IoT, 3D printing, and mobility in future field service delivery.

TYPE 5: "CREATING" OBJECTIVES

DESCRIPTION: Combining parts to make a new whole.

KEY VERBS: Construct / Create / Design / Develop / Generate

FORMAT: **[Key Verb] + [what is being created] + [area of focus]**

- EXAMPLES:
- Develop a survey database using various technologies to improve workflows.
 - Design a plan for tracking fleet fuel efficiency through each phase of the delivery cycle.
 - Generate cadastral maps to measure land tilt using UAS.

Speaker Biography

A biography conveys a speaker's experience and achievements. It should be brief and relevant to what's being presented. We do not require any specific credentials or previous speaking experience. 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 presentation topic.

Character count for biographies = Maximum 600

Pro Tip:

Refer to the speaker in the third person, and only include experience relevant to the presentation topic.

Use the suggested structure below to easily build a speaker biography.

PART 1 – 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].

PART 2 – 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 presentation topic].

PART 3 – 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].

Sample Speaker Proposals

Review the Speaker Proposal samples below. The “approved” examples demonstrate how the title, abstract, learning objectives and biography work together to provide a clear sense of the presentation’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.

Example 1 – 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:	<i>Real-Time Networks Can Give a Big Boost to Productivity – But is it Right for Your Business?</i>
ABSTRACT:	<i>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.</i>
OBJECTIVES:	<ul style="list-style-type: none">• <i>Identify the needs of potential customers of a RTN.</i>• <i>Assess the benefits and drawbacks of RTNs and integrity monitoring systems.</i>• <i>Determine the best solutions for different types of businesses.</i>
BIOGRAPHY:	<i>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.</i>

Example 2 – Declined Proposal

The title looks promising, but the opening sentence of the abstract makes it clear that the presentation is a sales promotion for Company ABC’s products. The objectives and biography are irrelevant.

TITLE:	<i>How Technology is Revolutionizing Survey Design and Analysis</i>
ABSTRACT:	<i>This session presents the latest and greatest features of Company ABC’s Products, and how great they are at getting work done.</i>
OBJECTIVES:	-
ABSTRACT:	-

Example 3 – Approved Proposal

The title is the same as Example 2, but the abstract and objectives clarify that the presentation 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.*

OBJECTIVES:

- *Identify how geometry, instrumentation and procedures affect the error budget.*
- *Compare the impact of classical tools vs new technology.*
- *Calculate the potential benefits of new technology to individual businesses.*

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.*

Example 4 – 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: -

OBJECTIVES: -

BIOGRAPHY: -

Professional Development Hours (PDH)

At Trimble Dimensions 2020, we are proud to offer opportunities to earn Professional Development Hours (PDH) for attending conference sessions, in partnership with Texas A&M University. PDH accreditation is granted only for presentations that demonstrate achievement of the minimum continuing education requirements set by state or local boards for renewing certain professional licenses.

Gaining Accreditation

To be considered for PDH accreditation, speaker proposals require a descriptive title, an abstract, three learning objectives and a speaker biography. The proposal must be well written, clearly convey the industry-specific problems and solutions to be discussed, and make sense to someone unfamiliar with Trimble or Trimble products. Of particular sensitivity to Texas A&M is that presentations are educational and have no commercial overtones.

Earning Credits

To earn PDH credits, Texas A&M requires that at least 50 minutes is spent in each qualified session. To accurately track attendance, attendees must have their name badges scanned when entering session rooms. Following the conference, attendees will receive a transcript from Texas A&M documenting all PDH-qualified sessions attended and credits earned. Transcripts can be shared with appropriate state and local boards as evidence of continuing education efforts to apply toward professional license renewal.

Note: The acceptance of PDH credits for specific licensing or registration requirements is determined solely by the appropriate authorized board. Trimble and/or Texas A&M cannot guarantee the decision of any board.

Frequently Asked Questions

Got questions about submitting a proposal or presenting at Dimensions? Review these FAQs for the quickest answer. If you need more information, email us at 2020dimensions@trimble-events.com.

When is the Call for Speakers open?

Our Call for Speakers is scheduled to remain open through April 8. No submissions 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 requires an individual online submission. 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 automatically directed to a confirmation page with your Proposal ID number. You will also receive an email confirming receipt of your submission.

Can I make changes to my submission?

Once you create a user account and submit a proposal, your information is automatically saved. You have until the Call for Speakers closing date to revise or withdraw your proposal. Only proposals containing all required information will be reviewed.

When do I find out if my proposal is accepted?

Trimble reviewers will begin evaluating proposals as they are received. We will provide email updates on the status of proposals beginning June 2020.

When will I give my presentation?

The exact date and time of each presentation will be determined by Trimble. Sessions are scheduled on each day, from Monday, November 2, through Wednesday, November 4. There are four to five session blocks per day, between 8:30 a.m. and 5:00 p.m. Accepted speakers are expected to be available for whatever time slots they are assigned.

Can I request a specific day and time to present?

No. Accepted speakers will be assigned session times based on the topic and content of their presentation, to ensure the best experience for all attendees.

How much time will I have to present?

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

What equipment is available in the session rooms?

Session rooms are typically set up classroom style, with chairs, podiums, microphones, projectors, screens, presentation clickers and a computer. Accepted speakers may request additional equipment if needed.

Will I get paid to speak?

Speakers are not paid, but do receive a special registration rate of \$550, a significant discount off the regular rate, with full access to the complete Dimensions experience. Speakers are responsible for all other expenses, including travel, lodging, transportation, additional meals, and incidentals.