



SESUG 2018

St. Pete Beach, FL
October 14-17

SESUG 2018 - Paper and Presentation Guidelines

These guidelines are designed to help you plan and write your paper, and to prepare for your presentation.

Contact Information

Academic Conference Chair: Linda Sullivan, sesugacademic2018@sesug.org

Section Chairs: <http://www.sesug.org/SESUG2018/AcademicSections.php>

Summary Checklist and Key Dates for Paper and E-Poster Presenters

- ✓ If your contact information changes, send the updated information to your Section Chair or to the Academic Conference Chair as soon as possible.
- ✓ If you will be unable to attend the conference, notify your Section Chair immediately!
- ✓ Submit signed *Permission to Publish Form* or *Permission to Publish Delay Form* by **July 20, 2018**.
- ✓ For writing your paper, follow the 2018 SESUG Paper Template provided at <http://www.sesug.org/SESUG2018/PresentersPackage.php>.
- ✓ Upload your final paper to the paper system by **August 20, 2018**. Prior to uploading, review the paper to ensure it complies with paper requirements and checklists below.
- ✓ Create your presentation and review for presentation guidelines. Notify your section chair of any special equipment needs.
- ✓ Paper presenters: upload your presentation in the paper submission system by **October 1, 2018** so that the section chair can pre-load it to the section laptop.
- ✓ Paper presenters: Practice and time your presentation.
- ✓ Paper and E-poster presenters: Anticipate questions and bring answers with you to conference.
- ✓ Paper presenters: Bring an extra soft copy of slides to conference.
- ✓ Present your paper and/or poster at the conference, **October 14-17!**

Reminder: If you will not be able to attend the conference as scheduled, please notify your Section Chair immediately. If you have arranged for someone else to present your paper, give the name of your substitute to the Section Chair at that time.

Permission to Publish Forms

You are required to submit a signed Permission to Publish (P2P) form for your paper to be included in the conference Proceedings. This form gives SESUG a non-exclusive right to share your paper through the conference proceedings, the conference website, and other standard SESUG distribution venues. Also, by signing this agreement, you confirm that you have approval to attend the conference and present your accepted paper.

- Your signed Permission to Publish (P2P) Form is due by **July 20, 2018**. You received a copy of the P2P form with your paper acceptance letter.

If you are required to put your paper through a corporate approval process, and if that process will not be completed in time for you to meet the above deadline or you if have other extenuating circumstances that will prevent you from submitting the completed P2P, please submit a signed Permission to Publish Delay Form. This form also confirms that you have approval to attend and present your accepted paper.

- The Permission to Publish Delay Form is due by **July 20, 2018**. The P2P Delay form can be found at <http://www.sesug.org/SESUG2018/PresentersPackage.php>.

To submit either form, please scan the signed form and upload it to the paper submission system or email it to the Academic Chair. You will receive an e-mail message that confirms receipt of your form.

Preparing Your SESUG Paper for Submission and Publication

The time allotted for your presentation will be assigned by the Section Chairs and you will be notified of your time slot.

Paper Number

Your paper number is the same number as you received on your submission notification. The paper number is to be formatted as **SESUG Paper ###-2018**.

Writing Your Paper

Although your presentation might be informal in tone, your published paper should be more formal. **Please refer to “Writing Guidelines” on p.6 of the Paper Template.** The following additional guidelines are also provided to help you write a successful paper:

- Use shorter sentences instead of one long sentence to present complex concepts.
- Avoid using contractions.
- Avoid using jargon. English will be a second language for some members of your audience.
- Remember, when including information from an outside source, the source must be cited. At the end of the paper under the heading “REFERENCES “, include the complete citation.
- If you include trademarked names, follow the “Trademark Guidelines” that are provided later in this section.
- Confirm your contact information – Name and e-mail are required; Company, phone, and web are optional. Keep in mind that your paper will also be published on the Web.

Formatting Your Paper

SESUG uses the same paper template that is used for SAS Global Forum paper submissions. Please use the SESUG 2018 Paper Template for format and style guidelines.

- ✓ Be sure to complete the Document Properties in the Word document: select the **File** menu, and then click the **Properties** drop-down menu (this is on the right side of the document). Select **Advanced Properties**, and click the **Summary** tab. Complete the **Author**, **Title**, **Subject**, and **Keywords** fields.

Preparing the PDF File (required for inclusion in the conference Proceedings).

Your written paper must be converted to a pdf file for uploading to the paper submission system.

- Do not password protect or add bookmarks to your file.**
- Convert your paper to PDF using Adobe Acrobat or other PDF converter.
- Name your PDF using your paper number and last name; for example SESUG-67-2018.Smith.pdf

Before uploading the PDF, be sure that:

- ✓ The assigned paper number appears at the top of the paper-SESUG Paper ##-2018
- ✓ The title exactly matches the title on the Permission to Publish form.
- ✓ The page numbers are centered and showing at the bottom of each page.
- ✓ The proper names for SAS products and trademark symbols have been used as per p. 6 in the Paper Template.
- ✓ The file has been saved with the fonts embedded.

Notify section chairs promptly of any uploading issues or problems.

The following checklist will be used by the Section Chairs to review each paper.

Topic:	Section chair comments
1) Was paper uploaded as a PDF file?	
2) Is your paper number and title correct? The number can be found on your acceptance letter and must also be used when you format your paper and name your PDF file.	
3) First reference to SAS and SAS products has the proper ® symbol. Only the first reference requires it.	
4) Are there page numbers on all pages, including the first?	
5) Is the abstract the same as was uploaded to the SESUG paper submission system? https://www.softconf.com/g/sesug2018	
Text Edits	Page # and suggested changes
[here your Section chair will make suggested changes]	

Presentation Guidelines

At the conference, your presentation will be loaded on the section laptop. An LCD projector and a laser pointer are standard equipment in every meeting room. In large meeting rooms, a lavalier microphone and/or a podium microphone may also be provided. If you need any other equipment or services, please tell your Section Chair as soon as possible.

Planning Your Presentation

Papers are allotted either 20 minutes or 50 minutes for presentation, depending upon, available time, speaker preference, and amount of subject matter. **The time allotted will be assigned by the Section Chairs.** Hands-on-Workshops are can be either 1.5 or 2 hours. These time allotments include the time it might take to answer questions. If you're not sure about how much time is allotted for your presentation, ask your Section Chair for this information.

You should:

- Prepare your presentation early.
- Know your audience. Are you addressing experts or novices?
- Use visuals to reinforce key ideas in your message.
- Scale your visuals for presentation to be seen at the back of a medium sized room.
- Use slides to guide your audience. Your presentation delivers the message; your slides enhance it.
- Use SAS trademarks correctly in your slides.

Preparing Your Presentation

As with all presentations and papers, your presentation should include an introduction, a body, and a conclusion. If you do not get the audience's attention early in the presentation, people might leave and go to another session.

- Your opening should be concise and your purpose clearly stated.
- Do not just read what is shown on the slides. The audience can read slides silently faster than you can read them aloud.
- Use simple English to help your audience grasp your message more easily.
- Proceed through your topic logically emphasizing main points.
- Make clear transitions between topics.
- Use statistics and numbers sparingly. Too many statistics can cause people to forget the important numbers that you want them to remember.
- Give credit to others where appropriate.
- Conclude your presentation by repeating your opening theme and main ideas. Answer any questions that you might have raised in your opening, and repeat any basic thoughts that you want your audience to remember.
- Use a closing slide to summarize your main points.

Preparing Slides and Visuals

Presenters are expected to supplement their presentation with PowerPoint slides to assist the audience in understanding your topic. Use the following guidelines when preparing your slides:

- One slide a minute is a standard recommendation when using slides in a presentation.
- Divide ideas into small groups as information is more easily grasped in small segments.
- Use SAS trademark symbols appropriately.
- Limit the text in your visuals to the main concepts.
- Only use graphics that are relevant to your topic and help convey your message.
- Be sure that slides are legible from an appropriate distance. Font sizes of 24 points or higher are recommended.
- A Microsoft PowerPoint template to help you prepare slides for your presentation is available at the following location:
<http://www.sesug.org/SESUG2018/PresentersPackage.php>

Practicing Your Presentation

- Practice your presentation aloud, speaking slowly and clearly using the same type of equipment you plan to use at the conference. Remember that how you say it is just as important as what you say.
- Speak slowly, clearly, and loudly enough so everyone can understand you. People from many countries attend this conference and this will help everyone get the most from your presentation.
- Memorize the introduction and conclusion of your presentation; these are very important elements.
- Practice your presentation in the Speaker Rehearsal room at the conference.
- Use a pointer when you want the audience to focus on something in particular on a slide.
- Time your presentation. While you want to make sure that you can finish your presentation in the allotted time, it is just as important for your presentation to include enough material to cover that time.

Presenting Your Paper at SESUG

- Be sure you know exactly when and where your presentation will be given.
- **Arrive at the correct location at least 10 minutes before your presentation.**
- Let one of the Session Coordinators know you are there.
- Be aware of the time (the Session Coordinator will help you do this via flash cards. You will not be allowed to continue beyond your allotted time.)
- Do not turn around to read your slides to the audience. Turning your back to the audience decreases the group's ability to hear you.
- When your presentation is finished, thank your audience for their attention and ask if there are any questions (while you are still at the podium).
- Allow about 5 minutes for the audience to ask questions.
- If you don't know the answer to a question, say so, and offer to get the answer to the questioner after the presentation. Collect their contact information.

- If you can, stay (at the back of the room) a few extra minutes after your presentation to be accessible for more questions and to share contact information.
- Please be courteous of the next presenter and if any conversations or questions continue after the next presentation starts, please continue the conversation outside the presentation room so as to not disturb the presenter or audience.

Academic Sections

AD – Application & Macro Development
BB – Building Blocks
CC – Coders Corner
DM – Data Management / Big Data
EDUC – Education / Institutional Research
HOW – Hands On Workshops
LS – Life Sciences / Healthcare / Insurance
PA – Planning / Administration
PO – E-Posters
RV – Reporting and Visualization / JMP
SD – Statistics / Data Analysis
WS – Pre-Conference/Post-Conference Workshops

Handouts Policy

As part of SESUG's environmental effort, handouts are not expected or encouraged, except in the Conference Workshops or Hands-on-Workshops sections. All attendees will have access to your paper through the proceedings. Other information can be exchanged electronically through exchange of contact information. Marketing material is not appropriate.