

The premier IT event for Minnesota's public sector and longest running statewide IT event for government in the United States

Celebrating its 28<sup>th</sup> Anniversary!



## 2009 Minnesota Government Information Technology *Symposium*

For — State Agencies — Local Governments — Higher Education — Non Profits

December 8–10, 2009      RiverCentre, St. Paul, Minnesota

[www.mngts.org/itsym](http://www.mngts.org/itsym)

# Call for Presentation Proposals

### ABOUT THE MN GOVERNMENT IT SYMPOSIUM

The 2009 Minnesota Government IT Symposium is the premier IT event for Minnesota's public sector and longest running statewide IT event for government in the United States! Celebrating its 28th anniversary, the Minnesota Government IT Symposium, has been providing Minnesota's public sector with up-to-date education, information and resources on the latest developments in IT. Over the course of three days, it provides a variety of learning opportunities to meet the diverse needs of its attendees, examples include:

- **Keynote Addresses** from internationally-recognized speakers
- **Full Day Seminars** providing hands-on, interactive opportunities to examine topics in-depth
- **Half-day Tutorials** offering an extensive exploration of key issues
- **One-Hour Conference Sessions** featuring 10 tracks and 80+ presentations
- **Poster Sessions/Displays** - informal opportunities to showcase projects, accomplishments, professional groups, resources, and more
- **State of the Art Exhibit Show** showcasing the latest technologies, products and services.

ALL PROPOSALS ARE SUBMITTED VIA ONLINE FORM at - [www.mngts.org/itsym](http://www.mngts.org/itsym)

**DUE DATE: Tuesday, August 4, 2009**

## ATTENDANCE

The Minnesota Government IT Symposium draws over **1,500 people**.

### Who Attends

- State Agencies
- Cities and Counties
- Higher Education
- Non Profits

### Positions include:

Agency Executives (CEOs)  
Analysts & Programmers  
Application Developers  
Architects & Engineers  
Business Continuity Planners  
Business Managers  
Chief Admin. Officers  
CIOs/CAOs/CFOs/COOs  
City/County Managers and Staff  
Commissioners & Deputy Commissioners  
Controllers & Finance Directors  
Data Admin & Processing Staff  
Department Heads & Directors  
IS Professionals & Specialists  
MIS Directors, Managers & Staff  
Network Managers & Staff  
Planning Directors  
Procurement Mgrs & Staff  
Project Leaders & Managers  
Security Officers & Staff  
Service Desk Specialists  
State Planners  
Systems Support Specialists  
Telecom Managers  
Web Managers

## PRESENTATION CATEGORIES

- 1. Aligning IT with Business** — Latest trends, processes, systems, and best practices in business analysis, process management, business intelligence, data management, return-on-investment, business technology optimization, total cost of ownership, document and knowledge management, productivity tools, etc.
- 2. eGovernment or Web Services** — Topics related to developing, managing and delivering e-government services, applications, web casting, flash IT, platforms, public sector portals, accessibility issues, search engines, web site usability, web site indexing, etc.
- 3. Emerging Technologies & Trends (*other than Web 2.0, there's a separate category below for it, see # 10*)** – Emerging technologies and trends affecting IT, e.g. green IT, wireless and mobile, hardware, software, educational games and simulations, open source, market/workforce/business/global trends, public and private policies, etc.
- 4. Enterprise IT** — Issues that cut across the enterprise, e.g. enterprise architecture, standards and policies, utility services, funding and purchasing, cross-governmental collaboration, service level agreements, shared services, outsourcing, business continuation, etc.
- 5. Information Storage, Retrieval, and Analysis Systems** — Topics related to types of information storage, examples of data marts and methods for meeting federal reporting requirements and differing approaches to data retrieval and analysis.
- 6. Leadership & Management** — Any and all issues related to leadership and management, examples include: budgeting and finance, changing role of leaders and managers in today's dynamic workplace, effective leadership, consolidating infrastructure in govt. IT, dealing with today's shrinking workforce, managing across generations, business continuation, public and organizational policies, etc.
- 7. PeopleWare (Soft Skills) or Changing IT Workforce** — “Soft” skills, (e.g. personal and inter-personal communications; stress management, dealing with change, personality profiles, avoiding burnout); training and support, career development; etc. 2) issues related to the changing IT workforce, e.g. demographics and the aging workforce, workforce planning, recruitment and retention, knowledge transfer, building an agile workforce, how to prepare, etc.
- 8. Project Management** — Any and all topics related to project management.
- 9. Security** — Technical and management topics related to security, e.g. risk management, identity and access management, data privacy and network security, hardware, software, tools, utilities, compliance; planning for continuity of operations, etc.
- 10. (For the) Techie** — Topics that only the caffeinated techie could love such as OS Kernels, multithreading, mash-ups, compilers, advanced (pick your programming language), automated builds, refactoring, DOM API, Workflow engines, data storage, databases, rules engines, any type of scripting, version control, code generators, SOA, message buses, configuring servers, configuring networks, VOIP, certification tips, or other geeky topic.
- 11. Web 2.0 and Social Media for Public Sector** — How they can and are being used by the public sector for outreach and to communicate, collaborate, and share information. Examples include: blogs, wikis, Twitter, Facebook, YouTube, Google, and podcasting.

[For a more in-depth look at last year's topics, go to 2008 IT Symposium-at-a-Glance](#)

## TYPES OF PRESENTATIONS

**Full Day Seminars** (6 hours, Tuesday, Dec. 8) – to engage attendees throughout the day, seminars provide hands-on, interactive activities, e.g. mini lectures/discussions, small group activities, hands-on work, demonstrations, panels, etc.

**Conference Tutorials** (2½ hours, Wed/Thurs, Dec. 9 & 10) – compared to the one-hour sessions described below, tutorials offer the additional time needed to drill down and explore the content in more depth. Interactive activities are recommended.

**Conference Sessions** (one hour, Wed/Thurs, Dec. 9 & 10) – the one-hour session is typically a lecture-style format accompanied by a slide presentation. Recommended to include time for brief discussion and /or Q/A.

**Poster Sessions/Displays** (Thursday morning, 9:30 AM – 12:30 PM, Dec. 10) - informal opportunities to showcase projects, accomplishments, professional groups, resources, and more

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## HOW ARE PROPOSALS SELECTED?

A statewide planning committee – with representatives from state agencies, counties, cities, education and nonprofits – meets over the summer to review, rate, discuss, and prioritize ALL proposals submitted in order to determine which ones will be selected for the 2009 Minnesota Government IT Symposium. Final selections will be made by mid to late September. At this time, everyone who submitted a proposal will be contacted to let them know if their proposal was selected or not.

### SELECTION CRITERIA

**Timely** – Does the topic address a current or emerging concern?

**Relevant** – How significant is the topic to units of government & education?

**Broad Appeal** – Is the topic of interest to a broad base of people, suitable for a large event?

**Clarity** – Is the proposal clear & understandable?

**Concise** – Is the description limited to 75 words?

**Engaging** – Is the presentation designed to be interactive and engage the audience?

## IMPORTANT INFORMATION TO VENDORS SUBMITTING PROPOSALS

**Presentations must remain “vendor agnostic/neutral”** — presentations cannot promote a particular platform, system, product line, technology, methodology, etc.

**Vendors Expected to Participate in Exhibit Show if Their “Vendor Agnostic/Neutral” Proposal is Selected** — vendors, whose proposals are selected for “vendor neutral” sessions, are expected to participate in the exhibit show as well. This allows the presentation to remain educational while the booth can be used for marketing and sales.

**Additional Presentation Opportunities for Exclusive & Platinum Sponsors** — a limited number of presentations are available to companies purchasing an Exclusive or Platinum Sponsorship. For more information, contact Rich Spencer at [rspencer@mngts.org](mailto:rspencer@mngts.org) or call 651/222-7409, ext. 201.

## Sponsor & Exhibit Brochure Coming

Detailed information on sponsoring and exhibiting will be e-mailed later in June or early July. To ensure that you receive it, contact Karen Beaulieu at 651/222-7409, ext. 203 or [kbeaulieu@mngts.org](mailto:kbeaulieu@mngts.org)

## FOR QUESTIONS AND MORE INFORMATION

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If Rich is not available:  
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