



## SEPG Europe 2012: Special Opportunities for Students

SEPG Europe 2012, the premier conference on software, systems, and services process improvement, is coming to Madrid, Spain, 5-7 June 2012. With the theme *¡A Passion for Process!*, the conference will offer tutorials, presentations, and keynote speeches on a variety of process improvement topics against the backdrop of one of the most lively and exciting cities in the world. The SEPG Conference Series is hosted by the Carnegie Mellon Software Engineering Institute.

SEPG Europe 2012 is a great opportunity for students to connect with software and systems professionals from around the world. We are pleased to offer two affordable options for students to participate: the Student Poster Presentation Program and a significantly reduced student registration rate.

### Student Poster Presentation Program

We invite full-time undergraduate and graduate students to submit poster presentations for SEPG Europe 2012. Students whose presentations are accepted will get FREE full-conference registration—a \$1,345 value.

### Top Five Reasons to Present a Poster at SEPG Europe 2012

- 5. Get Professional Feedback:** Obtain a critical review of your work from an academic expert and meet potential sponsors of your work.
- 4. Make Connections:** Expand your network of other students and industry professionals interested in software, systems, process management, and performance improvement.
- 3. Gain Valuable Insights:** Listen in on hot-topic panels and presentations and take home the most current research and solutions from industry leading experts. Don't miss this chance to hear lessons learned, best practices, and success stories.
- 2. Receive Recognition:** Upon completion of the conference, you will receive a Certificate of Participation as acknowledgement of your attendance at the conference.
- 1. Explore Employment Opportunities:** SEPG Europe typically draws more than 200 delegates, some of whom could be future employers. Your poster can help you to create a lasting, positive impression on some of the country's largest companies, agencies, and organizations who employ process improvement professionals.

### What is a poster presentation?

A poster presentation is a visual presentation representing the student's work and/or research. SEPG Europe 2012 will provide a poster board for hanging the poster presentation, which can be as simple as PowerPoint slides. Posters will be displayed in the Exhibit Hall, allowing all conference delegates to see the students' work and discuss it with them.

### Who is eligible?

Both full-time undergraduate and graduate students are eligible for the program and will be required to show a valid student ID and proof of full-time status upon check-in at the conference.

### What is the deadline and when will I be notified?

The deadline for submission is 20 April 2012. Students will be notified of their acceptance by 27 April 2012.

### Are there any fees?

One student per poster session will receive a complimentary full-conference registration, including access to the mini-tutorials, tutorials, presentations, panel sessions, keynote addresses, special events, and meals (morning beverage service, lunches, and breaks). In return for the complimentary registration, the student will be expected to be present by their poster during designated times.

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## Do I need to stay with my poster if accepted?

Students are required to be on hand to discuss their posters at the Exhibit Hall opening reception on Tuesday, 5 June 2012 from 17.00–18.30 as well as during the morning and afternoon breaks on Wednesday, 6 June 2012 and the morning break on Thursday, 7 June 2012. It is not mandatory to be near your presentation during the lunch break, but many of the conference delegates will be walking through the Exhibit Hall during these times. This is an excellent opportunity for networking with a wide variety of organizations within your field of study.

## What topics should the poster presentation address?

The work being presented must be new and current research and development in the field of performance improvement through process capability. Work being done in conjunction with a professor is permitted. Click here to review the list of topics to be covered in the technical program.

## What do I submit?

Interested students must submit a 50- to 100-word abstract and three learner outcomes that attendees are expected to gain from the presentation. You will be asked to choose a conference track into which your work fits, as well as the target audience level (introductory, intermediate, or advanced).

## How do I submit my work?

To submit an abstract for consideration, please visit <http://www.sei.cmu.edu/sepg/europe/2012/submit-a-presentation.cfm>.

## What are the selection criteria?

The Program Committee will be reviewing submissions based on the following criteria:

- Relevance to the field of performance improvement through process capability
- Potential for practical impact
- Degree of originality
- Technical depth
- The overall quality of the submission

## If my poster is accepted, what guidelines should I follow to create my presentation?

- Use graphics where possible.
- For case studies, be sure to describe the process improvements that led to these results.
- Use a large enough font to be visible by someone standing up to approximately 2 meters or 6 feet away from the poster (minimum of 18 point).
- Be sure to leave enough white space to allow people to focus on what is most important for them to see.
- When using graphics, do not put too much information in one figure or chart.
- When using text, avoid long sentences; instead use bulleted statements.
- Avoid using any promotional material for your organization that is not directly related to the poster theme.
- If using acronyms, provide definitions.

## If my poster is accepted, do I still need to register for the conference?

Yes, you must register for the conference. If your poster is accepted, you will be provided with a registration code that will allow the registration fee to be waived when you register. You must complete registration by 4 May 2012.

## Student Registration Information

Not interested in submitting a poster presentation but still want to participate? We are pleased to offer full-time students a significantly reduced fee of \$595 for all three days of the conference, including all meals (lunch and refreshments during breaks are provided by the conference) and special events. That's a discount of \$750. Registration will open in March 2012.

## SEPG Social Media: Stay Connected

 **Blog:** <http://sepgconference.wordpress.com/>

 **Twitter:** @SEPGConferences (hash tag: #SEPGEU)

 **LinkedIn:** [www.linkedin.com](http://www.linkedin.com) (search Groups for SEPG Conference Series)

 **YouTube:** [www.youtube.com.com/SEICMU](http://www.youtube.com.com/SEICMU) (hear experiences from past student presenters)

\*The student discount applies only to full-time students. Students will be asked to provide proof of full-time status with an accredited institution. They will need to present their student ID and a government-issued photo ID at check-in to receive their registration materials. Students will be able to select a student rate package during the registration process and do not need a special code to access their special rate. Anyone who cannot produce a valid student ID and government-issued photo ID will be assessed the full conference rate instead of the discounted student rate.