

SPIN Webinar: SEPG Conference Series

Software Engineering Institute
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Chair, SEPG Conference Series
November 6, 2008



Introduction

Caroline Graettinger, PhD, has been in software engineering research and development for twenty years. Her project experience covers a broad scope, from one-off, customer-driven projects, to projects aimed at achieving broad market appeal, and from feasibility studies and early maturation projects, through technology packaging and implementation.

Caroline has been with the SEI since 1999 and currently serves as Chair of the SEPG Conference Series.



Agenda

- Background and Context
- Some SEPG Conference Series Facts
- Frequently Asked Questions
- Resources



Questions to You

(1) How many of you have participated in an SEPG Conference Series conference?

(2) Have you participated in any of the SEPG conferences in 2008?

- SEPG North America 2008, Tampa, Florida
- SEPG Europe 2008, Munich, Germany
- SEPG Australia 2008, Melbourne, Australia
- SEPG Latin America 2008, Mar del Plata, Argentina



Background and Context



Background and Context



The Vision and Mission of the SEI

Vision

Leading the world to a software-enriched society

Mission

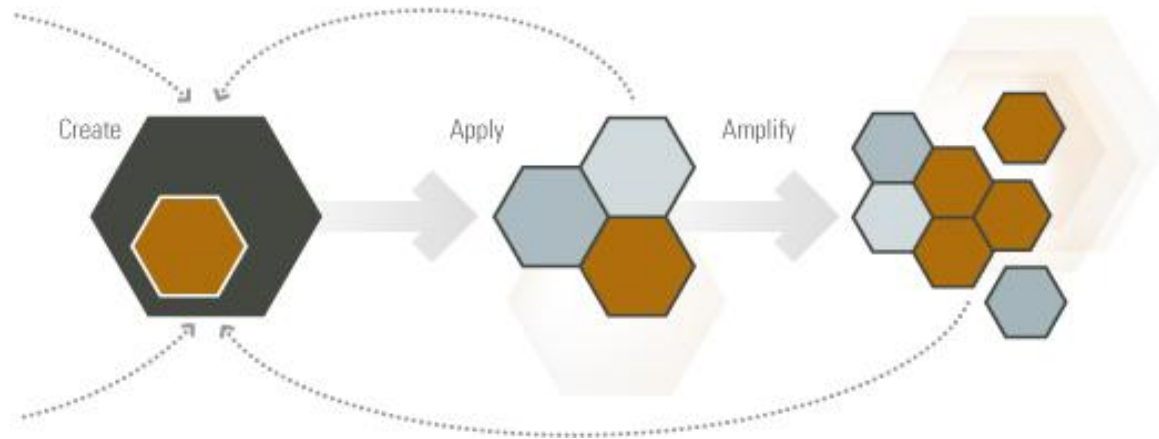
The SEI advances software engineering and related disciplines to ensure the development and operation of systems with predictable and improved cost, schedule, and quality.



The SEI's Strategy

Strategy

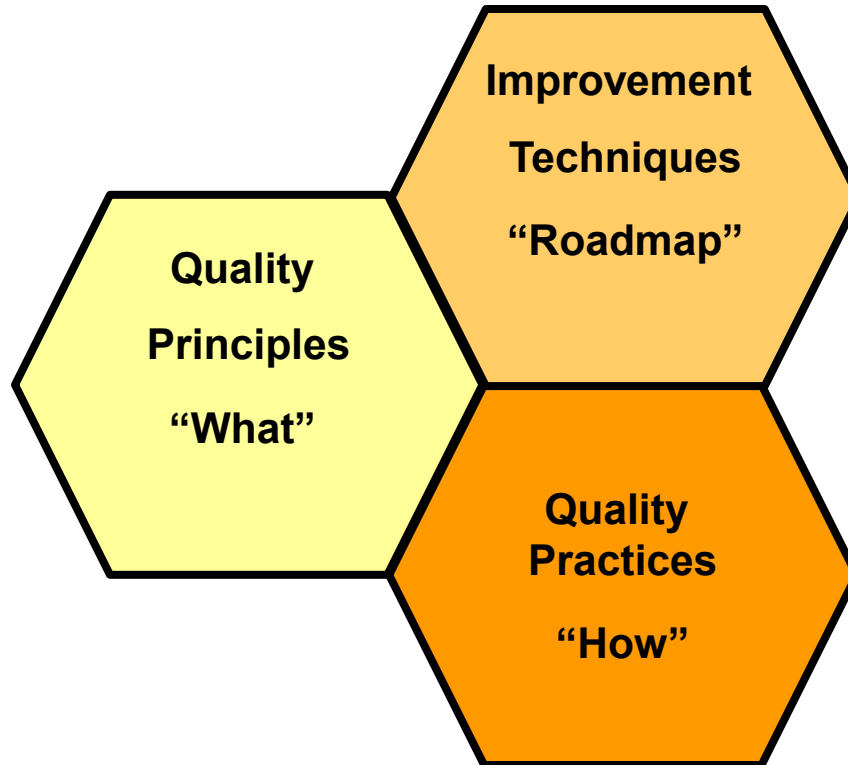
To achieve its mission, the SEI strategy is to openly engage a broad-based community with a focus on improving the effects of software in the world. We create usable technologies, apply them to real problems, and amplify their impact by accelerating broad adoption.



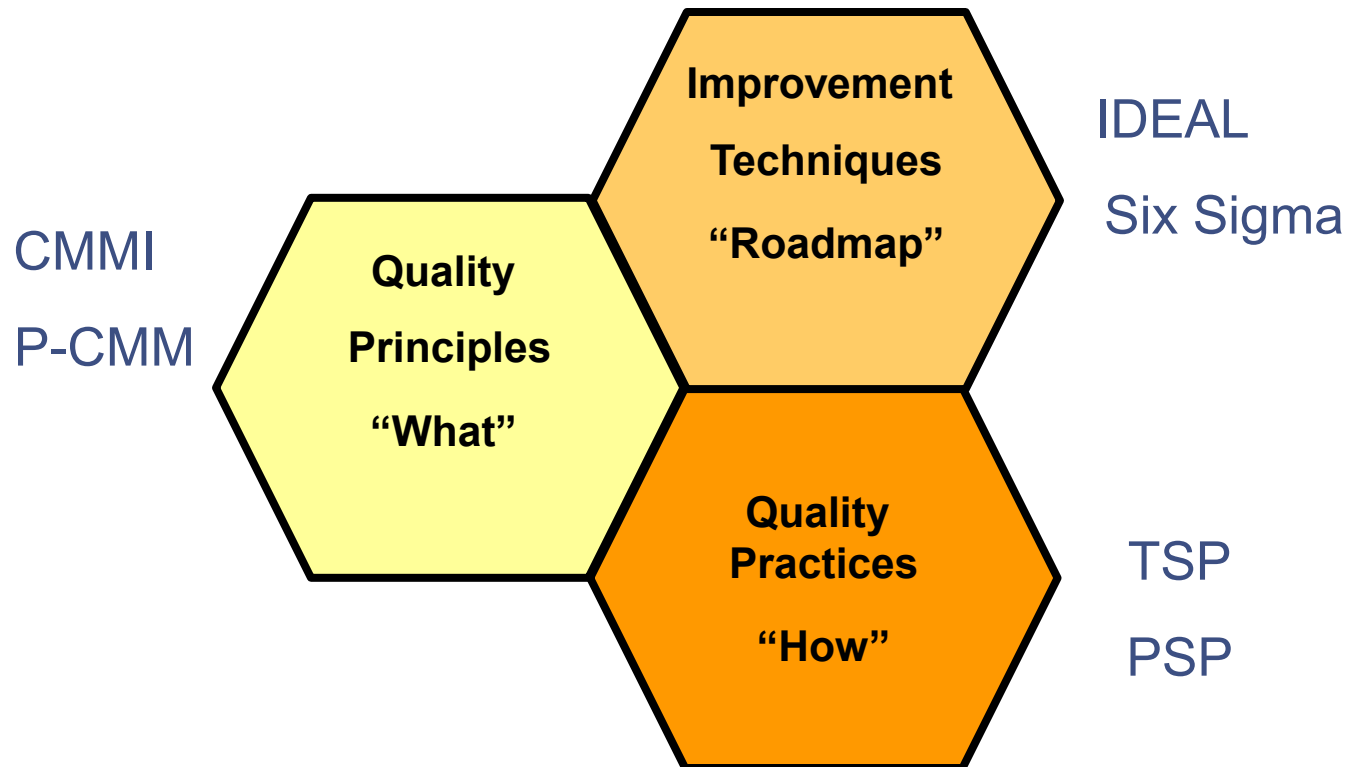
Background and Context



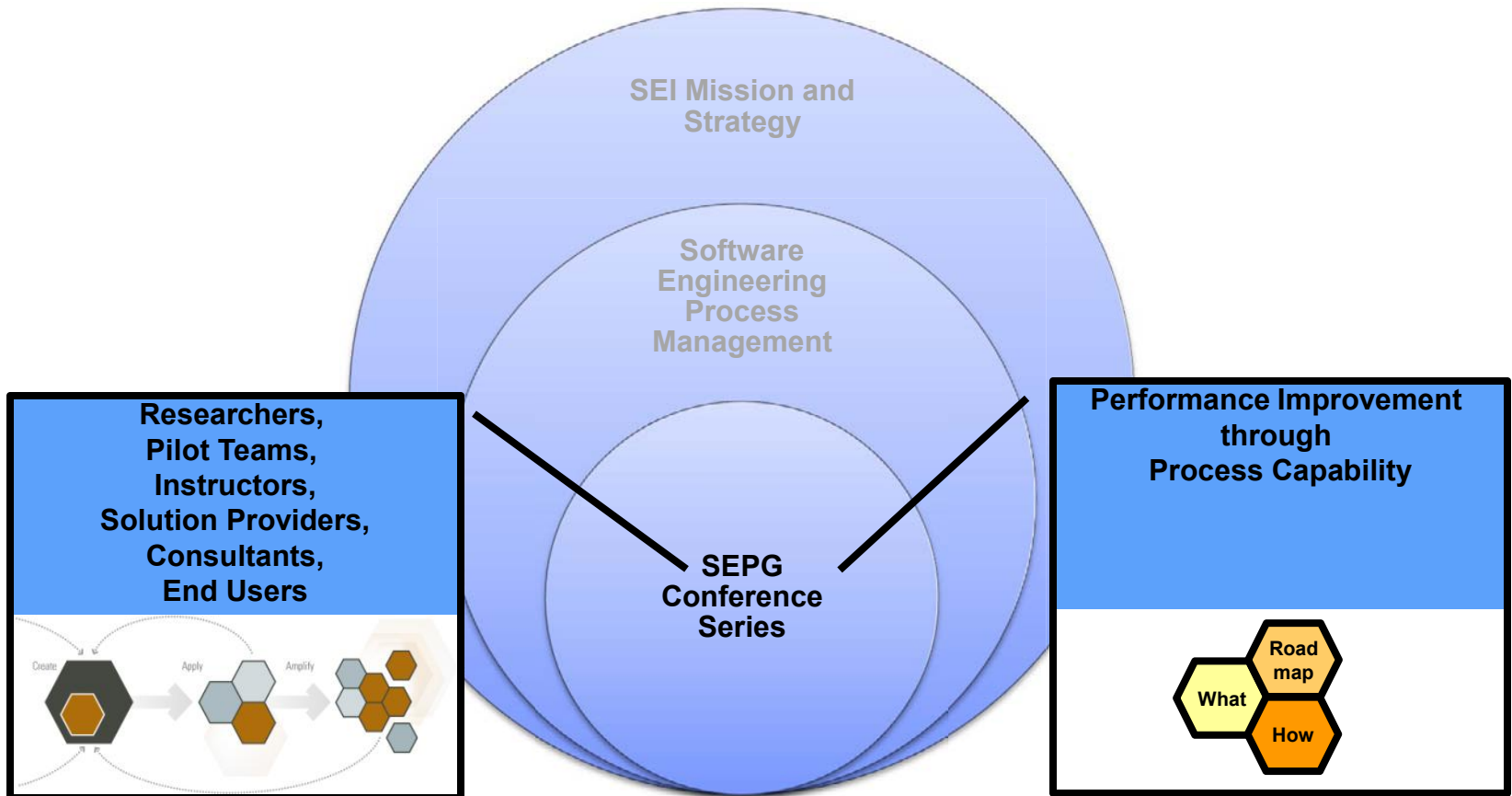
The SEPM Body of Work



The SEPM Body of Work



Background and Context



From Concept to Community

Past:

- SEPG launched as workshop in 1988
- Grew into annual conference in North America
- European SEPG started by ESPI in 1996
- Australian SEPG started by Griffith University in 2003
- Latin American SEPG started by ESI in 2004

Today:

- SEPG North America (20 years)
- SEPG Europe (13 years)
- SEPG Australia (6 years)
- SEPG Latin America (5 years)

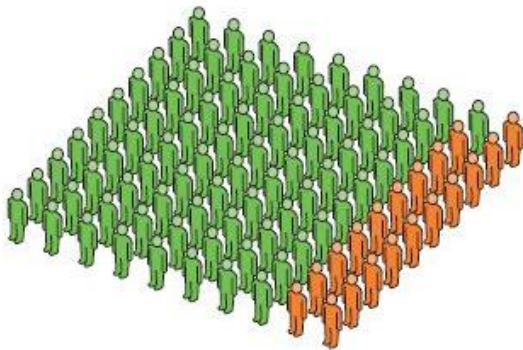
2009:

- SEPG Australia expansion → SEPG Asia Pacific

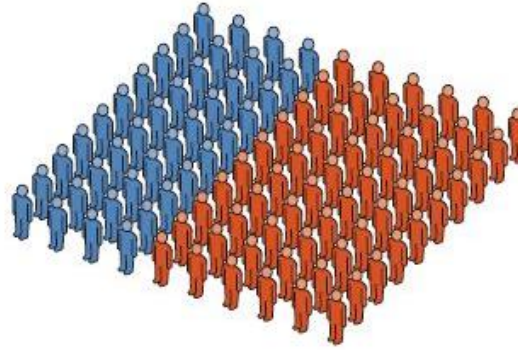


SEPG North America Participants

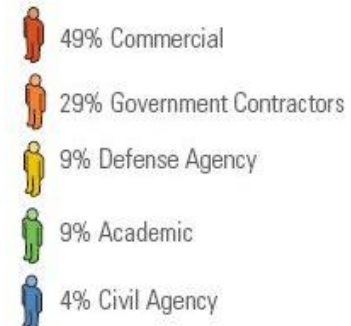
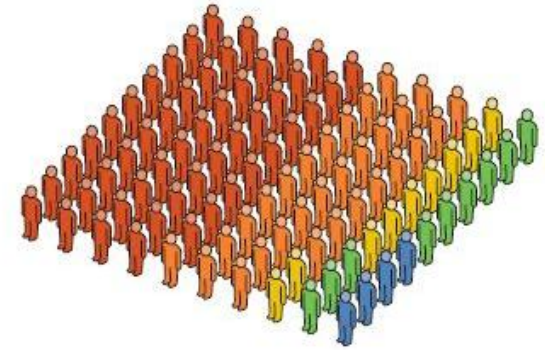
Attendees By Region



Attendees By Past Attendance



Attendees By Sector



Why Do People Participate?

Professional Development

Learning how to enable themselves, their teams, and their organizations to perform at a higher level



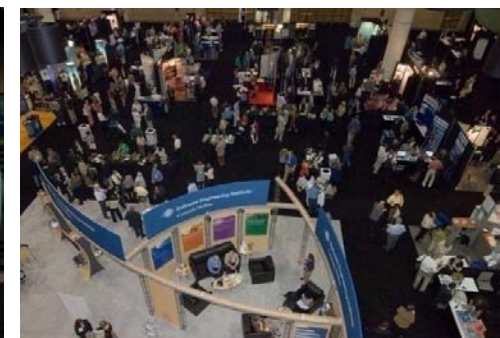
Networking

Connecting with other professionals to share ideas for success



Vendor Solutions

Finding ready solutions for current needs



Frequently Asked Questions

What does the acronym SEPG stand for?

What are the ways I can participate?

How is the technical program developed?

How do I increase my chances of having an abstract accepted?

Can I be a reviewer?

I know of a great keynote speaker; how can I recommend her?

Are there other professional development opportunities at the conference?

What kind of networking opportunities are there?

What's Peer2Peer?

Who are the exhibitors?

What's a sponsor?

Might the hotels sell out?

I missed the deadline. How can I stay up to date?



What does “SEPG” stand for?

Started as concept in Watts Humphrey's
Managing the Software Process (1988-89)

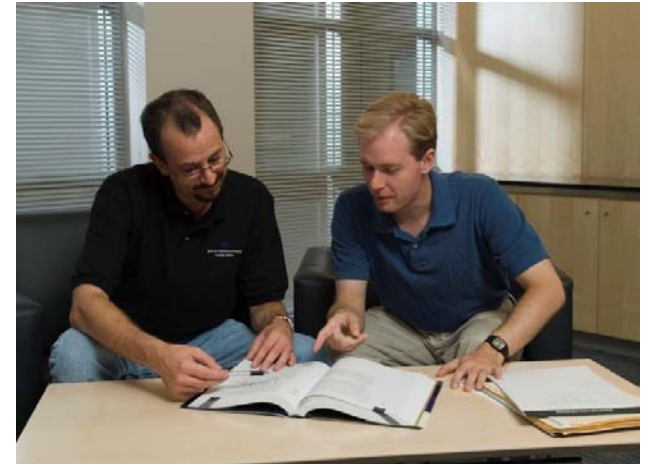
- Software Engineering Process Group
- Group in an organization to focus on improving performance through CMMI, People CMM, PSP, TSP, Agile, ISO, and Six Sigma

First workshop with 46 people whose primary responsibility was process improvement (1988)

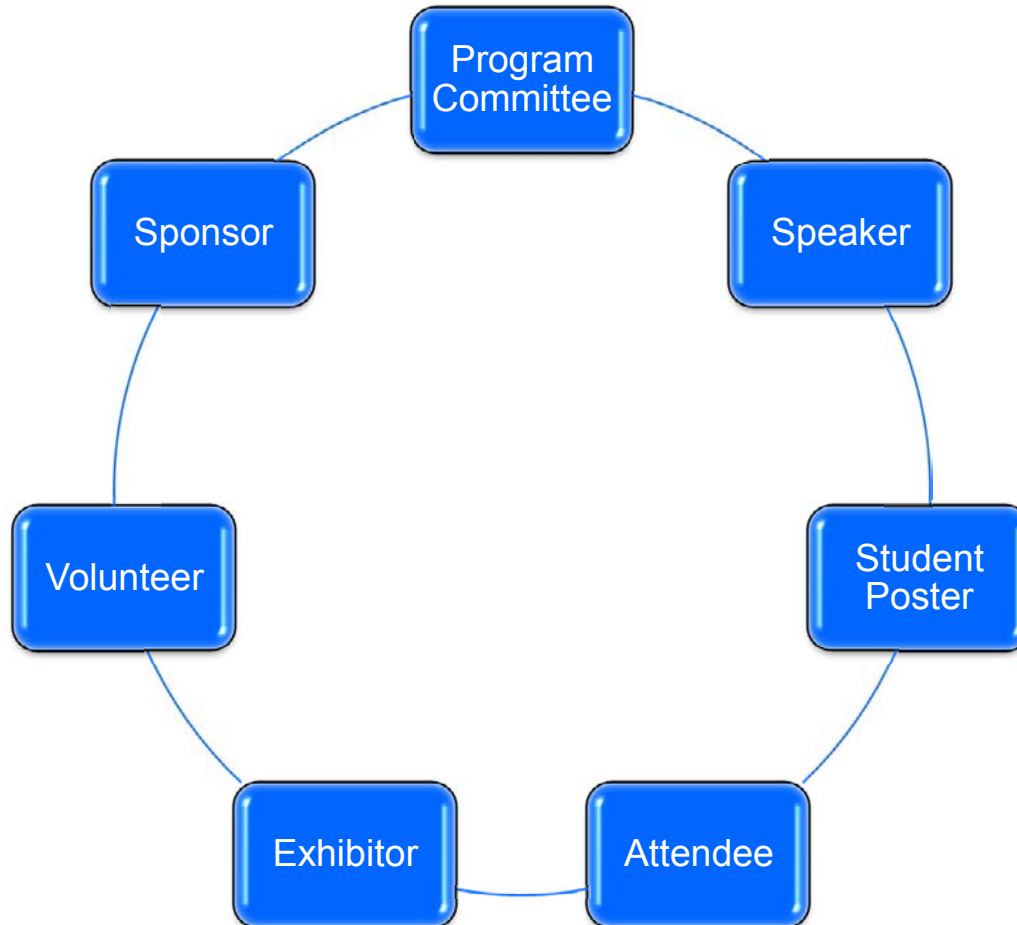
- Purpose: information sharing and community building

SEI Technical Report: Software Engineering Process Group (1990)

SEI published Software CMM (1991)



What Are the Ways to Participate?



How is the Technical Program Developed?



How Do I Increase My Chances of Having an Abstract Selected?

Statistically, approximately 1 in 5 chance, depending on the year

Multiple factors go into selecting any given submission:

- Quality of the submission
- Quality of the presenter
- Balancing across the program

To increase your chances, focus on the first two; you can control those



How Do I Increase My Chances of Having an Abstract Selected?

Tips for getting high review scores (4.0-5.0):

- High degree of originality/uniqueness
 - data/results/findings
 - approach
 - collaborators
 - context or setting
 - domains/industry
 - “hot topic”
- Has technical depth to be of interest to attendees
- Is clear and easy to understand
- Communicates “why this matters”



How Do I Increase My Chances of Having an Abstract Selected?

Be a Top Presenter:

- Top 10 Presenter (SEPG North America)
- Top 5 Presenter (SEPG Europe)

Tips for getting high scores as a presenter:

- Plenty of resources on the web
- Ask a favorite speaker
- Ask for training
- Practice, practice, practice



Can I Be a Reviewer?

Anyone with knowledge of the field can be a reviewer

Reply to the Call for Reviewers (CFR)

If accepted:

- Review 1 to 10 abstracts in your area of expertise
- Online review form and comments
- Important responsibility—reviewers who do not complete their assigned reviews will not be accepted in the future



How Can I Recommend a Keynote Speaker?

Nominations are accepted through the Call for Keynotes (CFK)

Nominations are evaluated against the following criteria:

- Thought leader?
- Excellent speaker?
- Well-known?
- Inspiring?
- Challenge our thinking?



What are Other Professional Development Opportunities?

For 2009, Pre-Conference 1-Day Courses:

- Acquisition Supplement for CMMI v1.2
- Services Supplement for CMMI v1.2

Qualification Exams for SEPM Certificate Programs

- CMMI Instructor Entry Exam
- Intermediate Concepts of CMMI Exam
- SCAMPI Lead Appraiser for Development Exam
- SCAMPI Lead Appraiser for Services Exam
- SCAMPI CMMI for Acquisition Exam
- High Maturity Lead Appraiser Entry Exam
- High Maturity Lead Appraiser Oral Exam



What are the Networking Opportunities?

Exhibit Hall Grand Opening

Gala Reception

Breakfast, lunch, and breaks

Specific opportunities for SPIN members,
SEI Members, and SEI Partners

Peer2Peer sessions



What's Peer2Peer?

Based on the assumption that all attendees have knowledge and ideas to share

The conference provides the space and the means for you to find other like-minded participants to discuss topics of interest to *you*

Propose your own topics

Sessions integrated into the day



Who are the Exhibitors?

Typically 60-70 providers of tools, solutions, and services

Learn about new products

Attendees find solutions for their specific needs

More information about being an exhibitor available on the websites:

<http://www.sei.cmu.edu/sepгна/2009/>

<http://www.sei.cmu.edu/sepgeurope/2009>



What's a Sponsor?

- Industry leader
- Supports the conference
- Receives recognition
- Wide range of sponsorship opportunities

More information about being a sponsor available on the websites:

<http://www.sei.cmu.edu/sepugna/2009/>

<http://www.sei.cmu.edu/sepgeurope/2009/>



Is There a Chance the Hotels Will Sell Out?

Hotels are selected at least one year in advance, and attendance is estimated

SEI commits to fill a block of hotel rooms and must cover the cost of hotel rooms in the block that are not filled, so attendance is underestimated

Reserve early!



I Missed the Deadline. How Can I Stay Up to Date?

SEPG Conference Series

- www.sei.cmu.edu/sepg

SEPG North America

- March 23-26, 2009, San Jose, California
- <http://www.sei.cmu.edu/sepgna/2009/>

SEPG Europe

- June 9-12, 2009, Prague, Czech Republic
- www.sei.cmu.edu/sepgeurope/2009

RSS Feeds

- www.sei.cmu.edu/sepgna/2009/rss.xml
- www.sei.cmu.edu/sepgeurope/2009/rss.xml



LinkedIn Group

- 100+ Members
- Link to join available on North America and Europe websites



Questions?

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