



ALASCA

Verband für betriebsfähige, offene Cloud-Infrastrukturen e.V.

# ALASCA Tech-Talks

## Guideline for speakers

The monthly Tech-Talks started in April 2022 to provide a space for technical experts to discuss the latest developments on **cloud infrastructures and services**, as well as exciting **cloud use cases**. Initially hosted by Cloud&Heat Technologies, they are now organized by ALASCA, an association for open, operational cloud infrastructures. The Tech-Talks offer a free platform to share interesting insights with other tech-experts, to keep an eye on technical developments and to trigger new ideas. Presentations on any of the **components of the cloud technology stack** or the **use cases that run on the cloud** are welcome. Technologies that contribute to **digital sovereignty, openness of digital infrastructures and sustainability** are particularly relevant. The following speaker guidelines ensure that the digital-only format is interesting for all participants.

### #1 20 minutes to catch them all

We want our Tech-Talks to be informative, but also entertaining and concise. Presentations of around 20 minutes have proven successful for this purpose. Please help the moderators by sticking to this rule. Prepare a **presentation that does not exceed the 20 minute time limit** and is not significantly shorter. This will also ensure that there is enough time to discuss the content of your talk with the audience.

### #2 We want techy talks!

Please feel free to get technical. Our audience has a **technical background in the cloud industry** and wants to know more about other tools, projects or technologies. The specific knowledge area of each person might vary, so we recommend using the following questions to plan your content: What would you expect from the talk if you were part of the audience? What added value can your presentation offer? Can you show something practical to make your talk more tangible?

### #3 We don't want sales pitches!

We want to **avoid sales-oriented presentations**. We will briefly introduce you and your organization at the beginning of the session. We will then turn the floor over to you. You can start directly with the focus topic of your presentation without providing a detailed overview of the product and service offerings of your company. Links to your website, further information and contact details should preferably be placed at the end as a closing slide.

### #4 Do not speak the unspeakable

The Tech-Talks are open to anyone who wants to join as part of the audience. In addition, we record the presentations and share them on YouTube to make them widely available. Please **use discretion regarding the content** of your talk and do not share any confidential information.

### #5 Help us promote you talk

We want your talk to reach as many individuals and organizations as possible. We will take care of the promotion on social media, our website and through our network of contacts. However, all additional support is welcome! Make sure that you or your organization **share the event information with your colleagues and business partners**. The more, the merrier!

### #6 Let us know how we can help

If you have any **questions or concerns** while preparing your presentation do not hesitate to contact us. We use **Zoom** for our meetings, which will enable you to share your slides with the audience. You do not need to send us your slides beforehand. If you are not used to Zoom and want to test it before the talk let us know and we will arrange it.