



### **\*\*Request for Proposals\*\***

Semantic Technology Institute (STI) International is pleased to announce the 2<sup>nd</sup> annual **European Semantic Technology Conference**. ESTC is Europe's foremost gathering on the application of semantic technology in industry, commerce and government. The programme will provide participants with a strategic overview of how semantic technology can be applied within their organisations. Participants will learn how to design, develop and apply a cohesive strategy for managing semantic technology initiatives and utilising these innovations to dramatically evolve the operations and effectiveness of their organisations from the foremost semantic technology experts, exploiters and experienced practitioners.

### **\*\*ESTC2008 Programme Content and Structure\*\***

The 2008 **European Semantic Technology Conference** is designed to allow participants to network with and learn from one another – you will be able to customise your own programme to suit your interests and imperatives, as the programme will be divided into learning tracks focused on specific areas of practice.

Tutorials – 24<sup>th</sup> September (half day)

Main Conference and Exhibition – 24<sup>th</sup> September (afternoon) – 26<sup>th</sup> September

### **Conference Themes**

In general terms, the conference is interested in the application of semantic technology to any business need, whether inside or outside the enterprise and in both the B2B and B2C contexts.

Topics include but are not limited to:

- SOA and Semantic Technology
- Semantic Business Intelligence
- Knowledge Management
- Information Integration
- Semantic Web Services
- Semantic Web & Web 2.0
- Semantic search
- Ontology modelling
- Ontology management
- Semantic BPM
- Semantic Technology & SaaS
- Information Retrieval

Semantic technology is applicable to many sectors. Verticals already generating strong interest include:

- Financial Services
- Life Sciences
- Telecommunications
- eHealth
- Government

**Programme structure will include**

- Focused tracks that guide you through the conference experience and help you select which content is most relevant to your work
- A wide range of topics to ensure that your experience onsite will reflect your most pressing imperatives
- Opportunities to meet and get to know your peers in more informal settings
- Business Idea Showcase – pitch your idea for the application of semantic technology to our panel of investors – winners will be selected at the conference and rewarded!

**\*\*Submission Overview\*\***

You are invited to submit a proposal for ESTC2008. The programme advisory committee will review proposals. Priority will be given to proposals that are innovative, practical, focussed on industry-strength applications and include re-applicable learning points.

For the submission please use our online form at <http://www.estc2008.com/index.php/speak>

**Selection Criteria**

All proposals will be carefully reviewed by the programme advisory committee. Product or company endorsements and promotions are strictly prohibited. Selection will be based on the following criteria:

- Relevance to conference theme and quality of presentation
- Ability to provide proven results
- Originality of approach
- Quality of supplements/handouts
- Qualifications of presenter(s) and references
- Practical application of material and feasibility of implementation
- Absence of sales and marketing content

**Presenter Guidelines**

Sessions for this programme average approximately 40 minutes, with few exceptions, including time for interactive discussion. Presenters are expected to work closely with conference planners in advance of the conference and asked not to make any substantial changes in content, process, names, or numbers of presenters without the approval of the conference Programme Director.

Session overheads and handouts are required from all speakers eight weeks prior to the event. They should be high quality black and white, without page numbers or sales/marketing copy. This material will be due by Friday, August 29, 2008.

Presentations may be recorded.

**\*\*Timetable\*\***

Deadline for proposals: Sunday, June 22, 2008

Notification of approval: Tuesday, July 22, 2008

Camera-ready or PowerPoint copy of proceedings to STI International: Friday, August 29, 2008