

AESIN Conference 2017: Call for Papers Guidance

AESIN Conference 2017
Tuesday 3rd October 2017
National Motorcycle Museum, Solihull

The **Call for Papers** for technical session presentations for the AESIN Conference 2017 is **open now**.

About AESIN 2017

We are delighted to announce the AESIN Conference 2017 which will build on the success of previous years becoming established as the premier UK Automotive Electronics Conference.

This year we expect an even bigger and better show with more than 200 delegates expected and capacity for over 20 exhibitors at the popular National Motorcycle Museum next to Birmingham Airport.

Along with headline keynotes from Industry, Government updates, there will also be parallel technical tracks covering the six key workstream areas covered by AESIN which include:

- ADAS & AV
- Automotive Electronics Security
- Connected Car
- More Electric Powertrain
- Research & Development
- Software

Submitting a Paper

Prospective presenters are invited to submit proposals on one of the following themes:

- ADAS & AV
- Automotive Security
- Connected Car
- More Electric Powertrain
- Research & Development
- Software

To submit a paper presentations to be considered for AESIN 2017, please send the following to Rachel Palmer (Rachel.palmer@nmi.org.uk):

- Presentation Theme
- Presentation Title
- Presentation Abstract (no more than 2000 characters)
- Speaker Biography

Presentations should include information on the latest developments, current challenges faced and their view of the future on their chosen topic.

Submissions will be reviewed by the Workstream Leaders and will be judged on their merit. Candidates will be notified whether their submission will be accepted for the AESIN Conference or not.

Please note that speaking slots in the technical sessions are 20 minutes. This also includes time for Q&A.

Key Dates

Abstracts Due: Friday 12th May 2017

Notification: Late May 2017

Guidance for Speakers

Please note that abstracts must clearly detail the nature, scope, content, key points and significance of the proposed presentation.

The audience has come to hear a talk about a subject that is of interest to them. Direct or overt sales presentations are frowned upon by all parties and will therefore not be accepted. Indeed making sales presentations may actually do more harm than good in respect of audience goodwill as it undermines the purpose of such meetings.

You may be wondering what you and your organisation will get out of the speaking opportunity if you cannot actively sell your products. The answer is simple – by talking about the subject matter based on your experience and understanding you are delivering a more sophisticated message that will be readily accepted by the audience. A brief one page summary in your introduction or reference to your service and/or products is acceptable in exchange for the subject knowledge that you are helping to disseminate but be careful not to overdo it.