

## **FAQ for SNIA Tutorials**

Revised 14 April 2009

### **General Information**

The following Frequently Asked Questions (FAQs) and the answers are provided to explain the rules and guidelines related to developing, reviewing and presenting SNIA Tutorials. The last Question covers items specifically for Regional Affiliates. All SNIA Tutorial developers and presenters must abide by these rules and guidelines and indicate agreement to do so by signing on the last page and returning a copy of this form to the SNIA Education Program Manager.

### **What are the SNIA Tutorials?**

SNIA Tutorials are educational materials developed by participants in the storage networking industry, including vendors, training companies, analysts, consultants, and end-users. Each SNIA Tutorial provides approximately 45-60 minutes of stand-alone coverage of a topic of interest (see [www.snia.org/education/tutorials/](http://www.snia.org/education/tutorials/) for examples). Some topics may be covered in multiple sessions. SNIA Tutorials are organized in interest areas as "Tracks" (e.g. Networking, Storage, Security, Data Protection and Management, Virtualization/Standards, Storage Management). Note, although the SNIA Tutorials include a Professional Development track, the material in this track does not follow the same intellectual property policies as other SNIA Tutorials - different rules apply!

The SNIA Tutorials are intended to present technical and business (IT) issues in a fair and unbiased manner. They are designed to give a consensus view of particular topics, from the viewpoint of the entire industry or a significant segment (e.g. IP Storage). All SNIA Tutorials are peer reviewed to ensure vendor neutrality. This review process is open to all SNIA members. In addition, we solicit feedback and review comments from every user of the SNIA Tutorials, and email addresses for that purpose are provided at the end of each Tutorial.

### **Where are the SNIA Tutorials presented?**

Many SNIA Tutorials are presented at each occurrence of the SNW Conference in the US and elsewhere (e.g. SNW-Europe, SNW-Japan, SNW-China, SNW-Australia). Most of the SNIA Tutorials are updated ("refreshed") versions of previously presented topics, but new topics are solicited and welcomed. SNW usually occurs in April in the Eastern US (e.g. Orlando), and in October in the Western/Mid-western US (e.g. Dallas, Phoenix, San Diego). SNW is co-owned by SNIA and Computerworld. However, the SNIA Tutorials are owned, produced, branded, and controlled by SNIA. SNIA Tutorials are also available for presentation (or adaptation, as appropriate) at any other SNW or at any SNIA-hosted event worldwide, and the PowerPoint versions are made available to the local SNIA affiliate for such events.

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SNIA Tutorials are often requested at other IT industry events, and have been delivered at venues including Network+Interop, Linux World/NGDC, Infrastructure Management World, ARMA, and many others. Note that the event does not have to be exclusively focused on storage! All requests for presentations of SNIA Tutorials at other venues should be made via email to the [SNIA Education program manager](#).

## What is the technical level of the SNIA Tutorials?

SNIA Tutorials are presented at various levels, ranging from the IT or business manager level to the software/hardware developer level. They are often developed to educate those familiar with one area (e.g. Networking), but less comfortable in another area (e.g. Storage). The abstract for each individual Tutorial describes the intended audience. Most Tutorials contain links or references to other information sources.

## Are the "SNIA Tutorials" the same thing as SNW (or other event) tutorials?

The SNIA Tutorials are presented at SNW as their primary venue and at other conferences and events as well. However, the term "tutorials" is often used generically by events or vendors to describe introductory or survey-type presentations, and this may include sessions by vendors describing their products or offerings. SNIA Tutorials (with a capital "T") are vendor-neutral and peer-reviewed in an open process, and are presented by speakers who are identified as "SNIA" speakers. They will be wearing either SNIA-logo clothing or appropriate business dress, but NOTHING displaying vendor-specific logo or labeling.

Bottom-line: if you want to attend or view a SNIA Tutorial, you need to look for the specific "SNIA Tutorial" wording in the session or track description, no matter what event you are attending.

## Where can I find and download the SNIA Tutorials?

The most recent versions of the SNIA Tutorials (with abstracts) are posted on the public SNIA website at [www.snia.org/education/tutorials/](http://www.snia.org/education/tutorials/). These versions are non-printable and non-editable .PDF files. There is no password or registration required for use of the SNIA Tutorials.

Some events, such as SNW, may choose to offer the SNIA Tutorials in secured PDF format on CD-ROM or USB flash drives. SNIA Regional Affiliates often distribute resource materials that include SNIA Tutorials and other SNIA content. Such distribution must always be approved by SNIA.

## Who can use the SNIA Tutorials?

Anyone with access to the Web can download these materials for personal use. Please be aware that SNIA maintains copyright on the SNIA Tutorials, and they may not be used for teaching by "for-profit" organizations (e.g. training companies) without written permission from SNIA.

## **FAQ for SNIA Tutorials**

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### **Who owns the copyrights or other Intellectual Property (IP) rights for the SNIA Tutorials?**

As a condition of participation in the SNIA Tutorials, ALL authors of submitted materials must agree to share copyright with SNIA. This relationship is controlled by the SNIA Copyright Agreement, to which all SNIA Tutorial authors must sign and adhere. The SNIA Copyright Agreement specifies that the authors retain their copyright, but grants to SNIA the rights to use the materials consistent with the mission and vision of the SNIA. Thus, you may continue to use your own materials, for example in your company's marketing or training efforts. SNIA may use the materials for any purposes within its Bylaws and "policies and procedures." Note that these policies may change in the future, but your grant of rights to SNIA is irrevocable, provided that any policy changes will not include modifications, derivative works, or excerpts that introduce inaccuracies or are misleading as to the original context. If you still have questions, please check with your legal counsel.

### **How can I obtain a printed copy of a SNIA Tutorial?**

In order to protect the materials in the SNIA Tutorials from unauthorized re-use, adaptation, or other distribution, SNIA does not allow printed copies except in special situations.

### **What if I have a special need for a printed copy?**

You may send an email request to the [SNIA Education program manager](#) stating your case and your mailing address. Be aware that most requests are rejected.

### **How can I obtain the PowerPoint version of a SNIA Tutorial?**

In order to protect all intellectual property rights, and to protect the value of the Tutorial to SNIA, distribution of PowerPoint versions is strictly prohibited to end-users or presenters (including non-profit orgs). The only exceptions are to regional SNIA affiliates for use in "live" presentations or translations. These exceptions must be requested by email to the [SNIA Education program manager](#) stating your intended use and planned schedule. You must state that you have read and agree to comply with the SNIA Tutorials policies as described herein. This Agreement applies to you and must also be agreed to by anyone using the PowerPoint versions.

### **Can I obtain speaker notes?**

Speaker notes or transcriptions may be available for specific purposes (e.g. translation) to authorized SNIA presenters. They are not released to end-users of the SNIA Tutorials, nor are they made available to SNIA members.

### **Is there any way to obtain additional information about a SNIA Tutorial topic?**

Yes, as noted above, many SNIA Tutorials contain references or links to other useful materials such as websites or books. SNIA has also produced some "SNIA Tutorial Booklets" on a few topics such as Security, Storage Management, and Virtualization, but some of the material is now aged. Contact [info@snia.org](mailto:info@snia.org) for details.

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## What is the production schedule for the SNIA Tutorials?

To provide adequate time for preparation and review, as well as necessary production logistics such as printing, producing digital media, and loading on conference computers, we need to start several months in advance of each US-based SNW. A "Call for Participation" is issued about 3-4 months (or more) ahead of each SNW. Regional SNIA affiliates may have their own schedules, but generally are adapting existing SNIA Tutorials. Detailed schedules are provided by the SNIA Education program manager. Failure to meet deadlines may result in your contributions (or entire Tutorial) being dropped from the agenda. (Hint: we're serious about schedules!)

Additionally, in the spirit of peer review, the SNIA encourages submissions (consisting of a title and abstract, generally not to exceed 150 words) for new Tutorials at any time. If accepted by the SNIA Tutorial Chair, the submission will undergo a specific peer review cycle similar to what is described above, but not necessarily linked to the event timing surrounding SNW. If you wish to provide such a submission, please contact the [SNIA Education program manager](#).

## SNIA Copyright and Speaker Agreements

Upon conditional acceptance of Tutorial proposals, authors are required to sign a Copyright Agreement ("Copyright Agreement for SNIA Tutorials"), and speakers are required to sign a Speaker Agreement ("Speaker Agreement for SNIA Events") acknowledging their acceptance, rights and obligations as Tutorial authors and speakers. These agreements are mandatory and form the criteria of full acceptance required to protect the authors, speakers, and SNIA.

The "Copyright Agreement for SNIA Tutorials" is located on the SNIA website at

<http://www.snia.org/members/tutorials/faq/Copyright>

The "Speaker Agreement for SNIA Events" is located on the SNIA website at

<https://www.snia.org/members/tutorials/faq/Speaker>

## Do I have to be a SNIA member to participate in the SNIA Tutorials?

ANYONE may use and provide feedback on any SNIA Tutorial. At this time, SNIA members do NOT have any "preferred status" as far as obtaining printed copies, PowerPoint versions, or speaker notes. All of these rights are restricted primarily to encourage continuing contributions of materials by SNIA members.

SNIA members do have "preferred status" in the following areas:

- Contributions of materials from SNIA members will be considered and credited before those from non-SNIA members.
- Reviews of all SNIA Tutorials are open to all SNIA members, on a scheduled and publicized period.
- Reviewer comments, questions, and complaints are taken seriously, and are usually resolved within our standard process.
- Proposals and authorship are strongly biased towards SNIA members. However, some invited or specialty topics may be presented by non-SNIA members.

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- Speakers are usually chosen from within the small group of people (sometimes an individual) who do the most work on the presentation. However, audience survey results are given strong consideration, and speakers who consistently score in the bottom quartile are encouraged to find other ways to contribute to the success of the SNIA Tutorials. The SNIA offers speaker training, coaching, and feedback.

## Who contributes materials?

Anyone may contribute materials, but be sure that you (and the copyright owner) understand that you are granting a license pursuant to the Copyright Agreement/Speaker Agreement for SNIA Tutorials.

## Who authors or edits SNIA Tutorials?

Each selected Tutorial has a lead (typically, the author) that is responsible for organizing, authoring, and editing the SNIA Tutorial. This includes consideration, response, and incorporation of feedback during the review process. The lead may delegate some tasks, and group work is encouraged, including participation by the Tutorial track Chair, but the lead is solely accountable for the timely completion of the work.

## What is the process of speaker selection?

Speaker selection is a negotiated process that occurs after the Tutorial is accepted, although the Tutorial lead generally has first choice to be the primary (or only) speaker. From experience, we discourage multiple speakers within a single session.

## What are the rules for presenters?

Speakers delivering SNIA Tutorials must wear either an approved SNIA-logo shirt (provided by SNIA, and preferred) or suitable business dress. Presenters may NEVER wear any item of apparel with an IT-industry vendor logo while presenting a SNIA Tutorial. (At SNW, we keep a roll of duct-tape handy for these occasions, and we're not joking!) You may show your name, title, and organizational affiliation (i.e. employer) on the title slide of the presentation, but only using the type-font specified in the master slide template. You may NOT include your corporate logo or other indicia, and you may not include your email address on the title slide (or anywhere else in the presentation).

You may not hand out business cards or any other informational material for you, your company, or your product or services. You may only provide an email address or card if someone asks you directly for your contact information, and this should only happen on an individual basis, after the presentation has concluded.

The last slide of each SNIA Tutorial (just before any Appendix, titled "Q&A and Feedback") provides an email address for a SNIA email reflector, which is where attendees or subsequent readers should direct questions, comments, or complaints. This is designed to ensure that questions and feedback are reviewed by multiple SNIA members, and not only by the presenter.

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Exception: Current SNIA Tutorials practice provides an exception for small consultancies and training vendors to allow listing of contact information (email address only) on the title slide. Note that there is NO guarantee that this policy will continue. All speakers have their name, organization, and SNIA Tutorial session title shown on the event agenda (web and printed).

## Is there an official SNIA Tutorials template?

The official SNIA Tutorials template is located on the SNIA website at

[https://www.snia.org/members/tutorials/faq/SNIA\\_Tutorial\\_Master\\_Template\\_02\\_04\\_09\\_v2.ppt](https://www.snia.org/members/tutorials/faq/SNIA_Tutorial_Master_Template_02_04_09_v2.ppt)

Use of this template is MANDATORY. Note that there are areas that you MUST modify (e.g. Footer, Logo referencing other SNIA Tutorials, Feedback address on Credits), and others that you may NOT modify (e.g. SNIA Education logo, Interop Demo logo, Legal Notice). Note especially that any graphical representations of system components used within a SNIA Tutorial MUST be vendor-neutral. You are encouraged but not required to use the graphic elements shown in the template. You must not use vendor-specific graphic depictions. For example, servers, storage arrays, switches, tape libraries, or other components must be shown in a generic, vendor-neutral manner, and not as a vendor-specific drawing, bitmap, photo, or illustration. The graphic elements in the template cover most typical infrastructure components. For software (e.g. SRM) use of screenshots should be avoided. If they are used, all vendor-specific branding, logos and product names must be redacted.

## Who manages the process of SNIA Tutorial production?

- The volunteer "Track Managers" (a.k.a. "Track Chairs") oversee their own area of interest (e.g. Data Protection and Management). Track Managers are appointed by the SNIA Tutorial Chair in conjunction with the SNIA Education Committee. The appointment is based on demonstrated competency in developing and delivering their own SNIA Tutorial, and on their demonstrated ability to provide useful review comments and guidance to others. The Track Manager is expected to be a secondary source of conflict resolution, if the Tutorial author(s) cannot resolve an issue.
- The volunteer [SNIA Tutorial Chair](#) has overall responsibility for the SNIA Tutorials which are overseen by the SNIA Education Committee. The Chair may appoint co-Chairs as necessary.
- [The SNIA Education Program Manager](#) is an employee of the SNIA Education Department who coordinates all activity, including interaction with Computerworld for SNW, and other event producers. Contacting the Education program manager is the best way to get answers, especially if you are in a hurry! (Note: the program manager is not responsible for decisions on Tutorial content.) Speakers must respond to the program manager's requests (e.g. conference registration) and meet all deadlines in a timely manner.
- The SNIA Tutorial Track Managers, the SNIA Tutorial Chair, and the SNIA Education Program Manager meet as necessary to manage the overall process, including scheduling, reviews, and issue resolution.

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## Who selects the proposals for SNIA Tutorials?

Proposals are selected in a collaborative process by the SNIA Tutorial Chair with input from the Track Managers. Note that this process is independent of the speaker selection process for vendor tracks (a.k.a. 'Concurrent Sessions') at SNW. SNIA Tutorial proposals must be submitted via the SNIA process.

## Who reviews the Draft SNIA Tutorials?

A "Call for Review" is issued by the SNIA Education program manager at a time sufficient to allow for several working days (typically 10 to 15) of review by ALL members of SNIA. The Draft versions will be posted as "secured .PDF" at [www.snia.org/members/tutorials/](http://www.snia.org/members/tutorials/) during the review period and removed afterwards.

It is SNIA's policy that all comments, questions, or complaints regarding SNIA Tutorials be seriously considered, and it is expected that most review comments merit a response from the Tutorial author. It may be preferable to host at least one conference call review session. It is expected that all session track managers within a Track will review all of the other SNIA Tutorials in their track (e.g. Networking), to ensure agreement on content, and to provide the appropriate level of overlap and repetition. Each Track Manager will coordinate an overall review of their track.

## Who pays for my time to prepare a SNIA Tutorial?

SNIA does NOT pay speaker fees or stipends for SNIA Tutorial speakers. It is expected that your employer is paying for your time, or like many of us, you are volunteering your personal time, or time you would otherwise just waste in sleeping, eating, or having a personal life. If you are part (or all) of a small business, consultancy, training provider, or other organization where your participation in the SNIA Tutorials may have a significant impact on your financial success, you should carefully consider the potential impact to your business (both positive and negative). Be sure that you fully understand the "Rules for Presenters" above, which restrict most marketing behaviors.

Bottom-line: the only compensation you receive from being a SNIA Tutorial author or speaker is the exposure afforded by the opportunity to author or speak.

## Who pays for my expenses to present a SNIA Tutorial?

SNIA does NOT pay expenses for SNIA Tutorial speakers. It is expected that you (as an individual) or your employer is paying for your expenses.

Exception: If you are part (or all) of a small business, consultancy, training provider, or other organization where your expenses to present a SNIA Tutorial may have a significant impact on your organization, you may apply for a one-time small subsidy to cover part of your direct travel expenses. Details are available from the SNIA program manager, but generally the amounts cover a maximum of cheapest airfare (possibly not on your preferred airline), and a single night's lodging at an off-site hotel. Generally, nothing else is covered. This exception is granted solely at the discretion of the SNIA; there should be no expectation of reimbursement. Note: this subsidy is not to support or otherwise reduce the expense of other business activities you may engage in at SNW. This aid is emergency in nature and limited in funding amounts.

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## What if I have other questions that have not been addressed here?

For questions directly related to the SNIA Tutorials, please email the [SNIA Education program manager](#). For general questions regarding SNIA, please consult the SNIA website ([www.snia.org](http://www.snia.org)) or contact [info@snia.org](mailto:info@snia.org).

## What are the guidelines for SNIA Tutorials that are specific to SNIA Regional Affiliates?

1. SNIA Affiliates may present unmodified Tutorials at SNIA events and other events approved by the SNIA Affiliates. If required by the venue, the Tutorial may be shortened in length but not altered in any other manner.
2. SNIA Affiliates may present a combined Tutorial that contains unmodified slides from one or more Tutorials. Such requests must be made to the Education Committee for Tutorials and the compiled presentation forwarded to the Tutorial program manager to provide copy to the Tutorial Chair.
3. SNIA Affiliates may translate and localize Tutorials and accept the responsibility to maintain the integrity and accuracy of the content.
4. SNIA Affiliate Board Members may present individual slides that have been pulled from Tutorials, but not altered. An example of this is pulling slides from Tutorials in a track or across tracks. These presentations must not be called Tutorials, and presenters will add their own introduction and conclusion slides.
5. SNIA Affiliates are bound by all other rules contained herein.
6. SNIA Affiliate Chairs shall appoint two representatives in their respective regions to be responsible for:
  - a. Managing the Tutorial distribution for their regional events;
  - b. Ensuring that completed and signed copies of the Speaker Agreements are received from the speakers for each SNIA international event; and
  - c. Ensuring that each speaker has read this document ("[FAQ for SNIA Tutorials](#)").

**I hereby agree to abide by the rules and guidelines contained within this document.**

***Confirmed speakers for SNIA events are to return a signed copy of this form by email to the [SNIA Education Program Manager](#) or by facsimile to The SNIA, attention Education program manager (325) 347-0389***

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

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