

## FAQ for SNIA Tutorials

Revised 06 June 2011

### General Information

The following Addendum to the SNIA Tutorials Speaker Agreement sets forth the policies, rules and guidelines related to developing, reviewing and presenting SNIA Tutorials. This addendum is often referred to as the FAQ (“Frequently Asked Questions”) for SNIA Tutorials.

All SNIA Tutorial developers and presenters must abide by these rules. Agreement to do so is indicated by checking the appropriate box on the “SNIA Speaker Information and Audio/Video Agreement” and/or the “SNIA Copyright Agreement.”

### What are the SNIA Tutorials?

SNIA Tutorials are educational materials developed by vendors, training companies, analysts, consultants, and end-users in the storage networking industry. Each SNIA Tutorial provides approximately 45 minutes of stand-alone coverage on a topic of interest (for examples see [www.snia.org/education/tutorials/](http://www.snia.org/education/tutorials/)). Although not commonly done, an extensive topic requiring more than a single 45-minute session can be divided into multiple sessions to be presented sequentially. Most of the SNIA Tutorials are updated ("refreshed") versions of previously presented topics, but new topics are solicited and welcomed.

SNIA Tutorials are organized in interest areas as "Tracks" (e.g. Cloud Technologies, Green Storage, Networking, Storage and Storage Management, Security, Data Protection and Management, File Systems and File Management, Solid State Storage, Virtualization/Applications, etc.).

The SNIA Tutorials are intended to present technical and business issues covering Information Technology 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 quality and 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. Email addresses for that purpose are provided at the end of each Tutorial.

Some material presented under the logo and umbrella of the SNIA Tutorials does not require the same intellectual property policies described in this addendum. For example, the SNW SNIA Tutorials Professional Development Track is managed under a different set of rules. Any exceptions to the standard policies will be explicitly noted in all Calls for Proposals and similar documents.

### 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.

### Where are the SNIA Tutorials presented?

SNW is the primary venue for SNIA Tutorials. SNW is a combination of trade show and industry conference held multiple times a year in the United States and throughout the world (SNW-Europe, SNW-Japan, SNW-China, and SNW-Australia). For the United States, 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).

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SNW itself is co-owned by SNIA and Computerworld. The SNIA Tutorials are owned, produced, branded, and controlled exclusively by SNIA.

The SNIA Tutorials are available for presentation at other SNWs or at any SNIA-hosted event worldwide, and the PowerPoint versions are made available to the local SNIA affiliate for such events. See the section "Guidelines for use of SNIA Tutorials by SNIA Regional Affiliates" at the end of this document for details on this use of the SNIA Tutorials.

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](#).

## **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/or include sessions by vendors describing their products or offerings. In contrast, SNIA Tutorials (with a capital "T") are vendor-neutral and peer-reviewed in an open process, and are presented by speakers who are identified and promoted 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.

## **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.

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

The most recent versions of the SNIA Tutorials 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 portable media such as 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.

## **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. The only exceptions are use by regional SNIA affiliates in "live" SNIA presentations or by approved speakers at non-SNIA events where such use is explicitly approved by the Tutorial Chair or Education Committee.

## **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 by permission.

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## 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.

## 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.

## 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 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 of approximately 500 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](#).

## 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 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.

## SNIA Copyright Agreement

Upon conditional acceptance of Tutorial proposals, authors are required to sign the Copyright Agreement for SNIA Tutorials acknowledging their acceptance, rights and obligations as Tutorial authors. This agreement is mandatory. The "Copyright Agreement for SNIA Tutorials" is located on the SNIA website at <http://www.snia.org/education/tutorials/copyright>

## 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.
- 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 and the Speaker Information and Audio/Video 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

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participation by the Tutorial track Chair, but the lead is solely accountable for the timely completion of the work.

## Is there an official SNIA Tutorials presentation template?

The official SNIA Tutorials template is located on the SNIA website at [https://members.snia.org/members/tutorials/template/SNIA%20Tutorial%20Template\\_06\\_2011.ppt](https://members.snia.org/members/tutorials/template/SNIA%20Tutorial%20Template_06_2011.ppt) Use of this template is MANDATORY. There are areas that you MUST modify (e.g. Footer, Logo referencing other SNIA Tutorials, Q&A Contributor slide. There are other areas that you may NOT modify, e.g. SNIA Education logo, Interop Demo logo, and the 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.

*Effective with this revision, a new policy has been implemented for the title slide. If you are presenting a SNIA Tutorial and you are not the author, the tutorial presentation PowerPoint Title slide must identify both the author and the presenter.*

## 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.

## 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.

## 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.

## 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.

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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.

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).

## 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.

## Guidelines for use of SNIA Tutorials by SNIA Regional Affiliates

The following guidelines cover the allowed uses of SNIA Tutorials by approved SNIA Regional Affiliates ("RAs"). Approval can be directly from the SNIA Tutorial Program Administrator, Tutorial Chair, SNIA Education Committee, or representatives in the regions that have been delegated to manage the content use and distribution for that region. Regional Representative appointment is made by the SNIA RA Chairs and approved by SNIA Tutorial Program Administrator and Tutorial Chair. This position requires additional agreements (SNIA Tutorial Region Representative Agreement) and rules allowing direct access to the Tutorials and related information contained in the SNIA content repository.

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1. SNIA Regional 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. Tutorial presentations and author identification on the title slide. *If you are presenting a SNIA Tutorial and you are not the author, the tutorial presentation PowerPoint Title Slide must identify both the author and the presenter.*
3. SNIA RAs may translate and localize Tutorials and accept the responsibility to maintain the integrity and accuracy of the content. *Such translations must be submitted to the SNIA Tutorials Program Manager or designated Regional Representative for inclusion in the repository of SNIA content.*
4. SNIA RA Board Members may present individual slides that have been pulled from Tutorials. Any such slides used in this manner must not be altered except to include the citation for the slide in the footer. This citation must include the source Tutorial's name and original author's name.
  - a. The intent of this provision is to allow a selection of slides to be pulled for an overview, keynote, or similar presentation by a board member to support an industry event.
  - b. These presentations must not be called Tutorials, and presenters will add their own introduction and conclusion slides.
5. It is possible on some occasions for a SNIA RAs to present a combined or composite Tutorial that contains unmodified slides from one or more Tutorials. Such requests must be made to the Tutorial Program Manager, Tutorial Chair, or Education Committee. The compiled presentation must be submitted to the Tutorial Program Manager and the Tutorial Chair. This usage of Tutorial material is tightly controlled and requires a compelling reason for the exception to be granted.
6. SNIA RAs are still bound by all rules contained in this SNIA speaker, AV, and FAQ document.
7. Regional Representatives are responsible for the following within their regions:
  - a. Managing the Tutorial distribution for their regional events;
  - b. Ensuring that completed and signed copies of the Speaker Information, Audio/Video Agreements, and FAQ (i.e. this document) are received from the speakers for each SNIA international event;
  - c. Submitting all modified (translated or combined) Tutorials to the SNIA content repository

## 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).