

## 44th DAC Panel Submission Guidelines

Each year, the DAC Program Committee solicits suggestions for panel and tutorial sessions for the DAC technical conference. This is an overview of the suggestion process, with suggestions for both the form and content of panels, and a recap of the guidelines. Tutorials and hands-on tutorials are covered in separate addenda, which are also available on the DAC website. Although this addendum covers the panel sessions, we also encourage tutorial and paper submissions. Refer to the Call for Papers for complete details on paper and tutorial submissions.

**All suggestions must be submitted via the DAC website at [www.dac.com](http://www.dac.com). Panel Sessions proposals must be submitted by 5:00 pm MST (-07:00 GMT) November 1, 2006.**

### DAC Panel Forums

There are 2 distinct forums for panels at DAC:

1. The first is in the technical program. This forum is a 90- to 120-minute panel with 3 to 7 participants (including the moderator) in a theatre style seating with a seated audience of up to a thousand people.
2. The second is on the DAC exhibit floor in an exhibit named the DAC Pavilion. This forum is a 30- to 45-minute panel with 3 participants (including the moderator) in a talk-show-like informal setting with a mostly standing audience of up to 100 people. As the next section clarifies, the two forums support somewhat different panel formats; keep that in mind while preparing your proposal.

### DAC Panel Formats

This section gives a number of alternative formats for a panel and the key elements to make that format effective. Each proposal must specify a format. The following list is meant to be suggestive but not all-inclusive. Novel formats are also encouraged.

The following formats are suitable for the technical program panels:

- **Classic panel:** Should be high on controversy with at least two clearly differing positions. The resolution of the panel (i.e. who was right?) should not be obvious at the outset. Panel structure: 1 moderator and 5 panelists. The moderator introduces the panel. Each panelist gives a 5-minute position statement. The moderator then moderates the discussion among the panelists, and questions to the panelists from the audience.
- **Tutorial panel:** Like a classical panel, and the topic is highly technical (e.g. Design for Manufacturability) and requires a technical introduction to clarify the issues to the general DAC audience. Panel structure: 1 speaker, 1 moderator, 4 or 5 panelists. The panel begins with a 20- to 30-minute tutorial on the topic followed by brief (5 minute) panel presentations. The moderator then mediates the discussion among the panelists, and questions to the panelists from the audience.
- **Educational panel:** Less of an active debate than the successive presentation of a number of alternative positions or approaches. Panel structure: 1 moderator and 4 or 5 panelists. Each panelist has 10 to 15 minutes to present an approach or position in detail. The moderator then mediates the discussion among the panelists, and questions to the panelists from the audience.
- **Debate:** Should be two clear positions, each of which can be competently presented and defended by a single debater. Panel structure: 1 moderator and 2 debaters. The moderator introduces the debaters. Each debater gives a detailed position statement (15 to 20 minutes). The moderator then mediates questions from the audience and the debaters questioning each other.

The setup in the DAC Pavilion lends itself to the following panel format:

- **Talk Show Debate:** A single moderator (the host) sits around a coffee table with two guests and has a back and forth discussion with them on a specific topic. It is expected that the guests bring differing, and more likely, conflicting views on the topic. The setting is informal and slide presentations are discouraged.

## DAC Panel Content

Panel proposals are especially encouraged on the following topics:

- Disruptive technologies and trends that change EDA
  - a. Required shifts from CMOS-centric EDA to the “edges” of the system: from 3-D packaging to biosensors and beyond
  - b. Industry focus on “platform” product development for home, mobile, consumer spaces
  - c. Other “next waves” or “new laws”
- Design and EDA for automotive applications: challenges and opportunities
- “Design for Manufacturability” implications for EDA business and technology
  - a. Viable business models and ecosystems
  - b. Future integrations with test
- EDA technology gaps at the 5- to 10-year horizon: Critical technologies that aren’t receiving adequate investment
- Design technology and EDA IP: How to value, create, and leverage it

Remember, the deadline for submission of panel suggestions is November 1, 2006 at 5:00 pm Mountain Standard Time. All suggestions must be submitted via the DAC website at [www.dac.com](http://www.dac.com).

## DAC Panel Selection Process

The DAC Program Committee determines which and how many panels are included in the DAC program, as well as their placement in the conference schedule. The Program Committee selects panels based on:

- The completeness of panel proposal
- The degree of controversy and the variety of viewpoints represented by panelists
- The breadth of interest in the area and the timeliness of the topic
- How well the topic fits within the overall content of the conference

## Who Is Involved In a Panel

**Panel Organizer:** The panel organizer writes the proposal for the panel, selects and confirms the participation of the moderator and panelists, and coordinates all panel activities with DAC. The organizer also coordinates the content, the written materials, and the submission of the official Panel Summary for the conference proceedings. **Follow-through is critical.** The organizer must also be prepared for timely interaction with the DAC Panel subcommittee. Organizers do not appear on the dais at the conference unless the organizer is also the moderator or a panelist.

**Moderator:** The panel moderator introduces the topic and the panelists, manages the discussion during the panel presentation, and directs the question and answer segment of the panel. Moderators must be capable of controlling the discussion and should be prepared with questions that will highlight distinctions between the panelists’ viewpoints. The organizer and moderator may be the same person, although this is not always the case.

**Panelists:** The panelists state their positions on the panel topic, participate in the panel discussion, and the audience Q&A segment of the event. Once a panel is accepted, panelists must submit a brief position statement to be published in the proceedings.

## Content of the Panel Proposal

Your proposal must include ALL the information listed below. Panel proposals that do not include the requested information will be at a significant disadvantage during the selection and review process. Be sure to include:

1. The title of the panel
2. The topic to be discussed
3. The type of the panel (classic, educational, tutorial, debate, etc.)
4. Complete contact information of the organizer (name, affiliation, city/state, and email contact information)
5. The name, affiliation, city/state, and email contact information for each speaker
6. A summary of all the views that will be explored
7. A description of how you will use the allotted time (1 ½ to 2 hours for a technical program panel, or 1/2 to 3/4 hour for a pavilion panel)
8. If your topic is similar to those of panels held at a recent DAC, cite the panel and state the similarities and differences with your proposed panel.

Samples of abstracts and position statements from previously accepted panels can be found at <http://www.dac.com/data2/43rd/43acceptedpapers.nsf/browse?OpenForm>.

**IMPORTANT:** Do not submit your panel proposal until you have confirmed participation by the moderator and panelists. Do not wait to find out if your panel has been accepted before obtaining confirmation.

Once the panel submission is reviewed, the Program Committee may make any changes to the panel they deem necessary, including:

- Modify the topic
- Replace the proposed moderator
- Add, remove, or replace proposed panelists

If multiple panel proposals are submitted with similar topics, the Program Committee may choose to accept one over the others, to merge the proposed panels, or to reject all of them. DAC assigns a Program Committee member to each accepted panel who will appoint an organizer to the newly created panel.

### **Selecting Your Topic and Panelists**

First, the panel topic should be interesting, timely, informative and enlightening. Be sure to keep those qualifications in mind as you develop your topic ideas and panelist list. The topic should be relevant to one or more segments of DAC attendees. These include: DA developers, designers and engineers who use DA, managers of DA developers and users, embedded systems developers, and members of the EDA industry. Also, remember that many technical editors and analysts attend panel sessions.

A good panel session explores a single, high-level issue or question and has representatives of differing viewpoints. Controversy is appropriate; bickering and personal attacks are not. Sales pitches are inappropriate in a DAC panel. You will alienate your audience if ANY of the panelists attempt to use the conference panel session as a way to promote their products.

### **The Panel**

The preferred structure for a panel is to have one moderator and four or five panelists. When selecting a moderator, choose a strong communicator who effectively handles this type of event. Some panels draw over 1,000 attendees, so you'll want someone who is calm and confident! Also, choose a person familiar with the topic, yet unbiased (in affiliation) relative to the topic. The panelists must be able to communicate! This means polished speaking skills as well as the ability to think on their feet, both during the discussions and the audience Q&A segment.

Remember, panelists represent points of view, not companies. It is the responsibility of the organizer to choose panelists with differing, interesting viewpoints on the proposed topic. It is the task of the moderator to expose those viewpoints during the panel session. Panel members should (where possible) represent a variety of backgrounds and affiliations. When building your panel, consider representation from vendors, developers, users, university representatives, analysts, and editors. Try to include panelists from different regions of the country and the world. Consider a theme for the viewpoints on your topic, such as: Vendor vs. User, Industry vs. University, or Established Technology vs. New Technology.

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