Each year, over 6,000 SAS programmers, analysts, developers, and their supporting administrators and managers gather at SAS Global Forum to present, discuss, and debate leading practices as well as to network, socialize, and relax with like-minded professionals.

The success of this annual gathering is, first and foremost, dependent on the content of the breakout, e-poster, panel, hands on workshop, quick tip, and table talk sessions. Where else can you find content that encompasses all SAS technology and across all industries?!

There are two equally important aspects of content; securing dynamic presenters of hot topics; and ensuring a logical, cohesive, and smooth delivery during the conference. The Content Advisory Team (CAT) is responsible for the former, and the Content Delivery Team (CDT) handles the latter.

As a CAT member, you will lead “content selection” for SAS Global Forum 2022 by:

* Focusing content on hot topics in your areas of expertise
* Identifying and inviting dynamic presenters to deliver content on the hot topics as well as the best format
* Leading the review and rating of the contributed content and recommending the ‘top shelf’ papers
* Organizing the content into a cohesive sequence of sessions for a singularly rewarding attendee experience
* Helping to create the best conference experience by creating sample agendas, etc.

***Note: In this role you are expected to network with people to assist in identifying speakers and content reviewers. This means you will be contacting individuals and discussing the content and the forum. Please, be sure you are comfortable contacting and discussing content with others. In addition, you will be expected to assist the CDT team in the spring of 2022 or even a little bit at the forum, but most of your volunteer time will take place between July 2021 and January, 2022.***

Please read [this document](https://github.com/sgug/Engagement-Opportunities/blob/main/SAS-Global-Forum-2022/Role-Descriptions/CONTENT-ADVISORY-TEAM.md" \l "content-advisory-team) that describes in great details your role and responsibilities to make SAS Global Forum a successful event for everyone. This document will also answer your specific questions regarding your commitment, role, and responsibilities as a CAT member.

If you wish to be considered as a member of the SAS Global Forum 2022’s CAT, complete this application and return it to me (cjb.blake@gmail.com) with a copy of your resume or CV by **April 18, 2021.** After I receive your application and resume/CV I will send you a confirmation e-mail stating I received it.

Applications will be reviewed during February and all applicants will be informed of a decision by May 1, 2021 Please note that the SGUGEB is responsible for reviewing the Conference Chair's recommendations for CAT members.

I look forward to receiving your application. If you have any questions, do not hesitate to contact me.

Sincerely,

Chris Blake

SAS GLOBAL FORUM 2022 Conference Chair

cjb.blake@gmail.com

Please provide all requested information in the following four tables.

**Table 1: Applicant contact information, conferencing experience, and expertise**

|  |  |  |
| --- | --- | --- |
| Full Name |  | |
| Title |  | |
| Company or Organization |  | |
| City, State/Province, Country |  | |
| Phone Number |  | |
| Email |  | |
|  | | |
| List relevant areas of expertise | | |
|  | | |
| Can you attend SGF 2021 Virtual, May 18– May 20, 2021? | |  |
| Can you attend SGF 2022 in San Diego, CA, USA, Apr 10 – Apr 13, 2021? | |  |
| Will you need approval from your employer to be a CAT member? | |  |
|  | | |
| Describe your conference or user group organizing experience, focusing on obtaining content (speakers and volunteers to help select content) | | |
|  | | |
| What unique skill(s) or attributes will you contribute to the SGF 2022 CAT? | | |
|  | | |

|  |
| --- |
| **List at least 5 experts** whom you will invite along with their areas of expertise (please do it after finishing Tables 2-4)? As an example, see the filled-in information in the space below. If you don’t have a particular name in mind, explain what type of people and their area of expertise and how you intend to invite them. |
| |  |  |  |  | | --- | --- | --- | --- | | **Expert Name** | **Company** | **Areas of Expertise** | **How do you know the expert?** | | *John Doe* | *ABC Enterprise* | *Fraud analytics* | *I know Jane professionally and have had several interactions with her at prior conferences* | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |
| **Why do want to be a part of the Content Advisory Team? What do you hope to gain from being a part of the team? What can you contribute to others on the team?** |
| **Any other comments or additional information?** |

**In tables 2-4, for each sub-topic, industry and line of business, mark the “Capability?” column with an “I” if you will find and invite speakers *and/or* “R” if you can review abstracts in the sub-topic, industry and line of business. Suggest additional sub-topics, industries or lines of business if you wish.**

**Table 2: Capabilities by Conference Content topic**

| **Topic** | **Sub-topic** | **Definitions** | **Capability?** |
| --- | --- | --- | --- |
| Administration | Architecture | Involves hardware and software infrastructure to meet SAS performance SLAs |  |
| Deployment | Involves deployment and configuration of SAS technologies, migration and co-location of solutions. |  |
| SAS Administration | Involves administration of the SAS environment, including metadata, SAS Environment Manager, auditing, logging, and backups. |  |
| Security | Involves authentication and authorization topics, including Kerberos, Integrated Windows Authentication (IWA), LDAP, access permissions, and encryption. |  |
| Cloud | Learn tips and tricks for running SAS in the Cloud |  |
| Analytics | Artificial Intelligence | Involves using deep learning techniques (convolutional neural networks, recurrent neural networks, etc.) for applications such as computer vision and natural language processing. |  |
| Machine Learning (Data mining/Pred modeling) | Involves machine learning, predictive modeling, and data mining techniques that are often computationally intensive and applied to big data. May include SAS® Enterprise Miner™, Factory Miner, and SAS Visual Data Mining and Machine Learning and appeals to data scientists, statisticians, and research analysts. |  |
| Text Analytics | Involves the analysis of unstructured data such as text data from the web, comment fields, books, and other sources. May include SAS Text Miner, SAS Sentiment Analysis and SAS® Contextual Analysis. |  |
| Epidemiology | Involves traditional and emerging approaches to investigating the determinants of disease or injury in populations. Population-level health data is used with demographics and exposures to predict and identify areas for better health outcomes. |  |
| Forecasting and Econometrics | Appeals to analysts and econometricians working with economic data to address questions relating to health care, market research, actuarial science, risk management and demand modeling. Also appeals to forecasters and economists working with historical data to forecast future values of product inventory and sales, labor needs, financial balances, etc. SAS products may include SAS/ETS and SAS Forecast Server as well as SAS Econometrics and SAS Visual Forecasting. |  |
| Model Deployment and Decision Support | Involves all aspects of incorporating models into business operations, including registering, publishing, and managing models, monitoring their performance, and integrating them into decision-making processes, potentially through workflow/DevOps automation. This may include various SAS products such as SAS Model Manager, SAS Decision Manager, SAS Real-Time Decision Manager, SAS Intelligent Decisioning, etc. |  |
| Optimization | Involves optimization, simulation, and scheduling techniques and appeals to analysts and operations research specialists. Examples may use SAS/OR software or SAS Optimization. |  |
| Sampling/Survey Research | Involves conducting traditional and innovative sampling techniques and analysis of complex sampling designs in survey research. |  |
| Statistics | Appeals to statisticians, biostatisticians, and data scientists and covers the use of SAS/STAT®, SAS/IML®, SAS/QC®, SAS/OR® and other SAS statistical tools. Presentation may illustrate practical and innovative uses of statistical, epidemiological, and survey sampling techniques using SAS. |  |
| Business Analytics / Data Visualization | Business Analytics | Application of analytic methods to improve business decision-making via the use of SAS® tools |  |
| Data Visualization | Presentations in this section demonstrate the use of SAS® tools, such as Visual Analytics, Visual Statistics, in data exploration, data visualization, reporting and/or dashboarding |  |
| SAS Solutions | Customer Intelligence | Applies to Customer Intelligence solution developed by SAS that address specific business challenges; case studies of success using SAS Customer Intelligence. |  |
| Fraud & Security Intelligence | Applies to Fraud, Anti-Money Laundering and Security solution developed by SAS that address specific business challenges; case studies of success using these solutions. |  |
| Risk Management | Applies to Risk Management solution developed by SAS that address specific business challenges; case studies of success using SAS Risk Management. |  |
| IoT | Applies to IOT solutions developed by SAS that address specific business challenges; case studies of success using SAS Analytics for IOT |  |
| Industry-specific Solutions | Successful case studies in specific industries; E.g.: Financial Services, Retail, Communications & Media, Health Care, Life Sciences, Government, Education, and Manufacturing. |  |
| Data Management | Data Integration and Orchestration | The practice and procedures of integrating and orchestrating multiple disparate data sources through the use of business and technical processes into meaningful and valuable information to yield a trusted, unified source of the enterprise data. May include query/view building, data modeling, extraction, transformation, blending and loading operations into databases or Hadoop environments. May include SAS Data Management, SAS Data Integration Studio, SAS Data Flow, SAS ESP and related technologies. |  |
| Data Preparation and Quality | The process and importance of maintaining data in its most optimal condition and ready for further analysis. May include procedures related to data cleansing, formatting, parsing, standardization, validation, matching and imputation. May include SAS Data Preparation, SAS Data Quality, SAS Data Loader for Hadoop and related technologies. |  |
| Data Governance | The management and enforcement of policies, best practice and standards regarding the availability, usability, integrity anonymization, and security of data. May include entity resolution, governance, data protection and processes to manage metadata and data lineage within an organization to provide a single point of reference. May include SAS Governance, SAS Data Catalog, SAS Business Data Network, SAS Lineage and metadata management related technologies. |  |
| Cloud and Hybrid Data Connectivity | Software and activities specifically related to the storage and retrieval of data from a database or repository. Includes data connectivity to relational databases, cloud environments, data streams, flat files, web services, ERP systems, and other repositories of enterprise data. May include SAS/ACCESS, SAS Cloud Data Exchange, SAS In-Database Technologies, and related technologies. |  |
| Programming | Applications Development and Open Integration | The use of SAS® technologies (for example SAS Stored Processes) to build custom applications or solutions, including front-end interfaces. The use of non-SAS languages (for example, Python, R, Lua), Java APIs, REST APIs, and other technologies to drive SAS functionality. |  |
| Data Presentation | Involves web services, business rules, and/or integration with systems outside the SAS ecosystem for data presentation. |  |
| General Programming | This topic area involves general programming topics including the DATA Step, functions and formats, macros, DS2 and SQL. |  |
| Professional Development and Life Long Learning | Academic (teaching) | Involves utilization and resources for SAS® when teaching data science; how to use SAS Analytics U at your institution. |  |
| SAS® Certification | Includes implementation of SAS Certification programs as well as providing students with skills necessary to enter the workforce. |  |
| Career Development | Making the most of your career including leveraging social media, how to interview prospective SAS professionals, how to manage SAS staff, and leadership qualities. Developing various career skills (for example communication and problem solving) and lifelong learning. |  |

**Table 3: Capabilities by Industry**

| **Industry** | **Capability?** |
| --- | --- |
| Financial Services & Banking |  |
| (Tele-) Communications & Media |  |
| Education |  |
| Energy and Utilities |  |
| Government |  |
| Health Care |  |
| Insurance |  |
| Life Sciences |  |
| Manufacturing |  |
| Retail |  |
| Services |  |
| Institutional Research |  |
| Sports and Gaming |  |
| Information Technology |  |
| Advertising/Marketing |  |
| Professional Services |  |
| Hospitality & Entertainment |  |
|  |  |
| \*Other |  |

\*Please add your suggestion(s)

**Table 4: Capabilities by Line of Business**

| **Business Line** | **Capability?** |
| --- | --- |
| E-Commerce |  |
| Finance |  |
| Fraud |  |
| Human Resources |  |
| IT/Information Services |  |
| Legal |  |
| Marketing |  |
| Operations |  |
| Research and Development |  |
| Risk Management |  |
| Sales |  |
| Training |  |
| IoT |  |
| Cyber Security |  |
| CRM |  |
|  |  |
| \*Other |  |

\*Please add your suggestion(s)