Each year, over 6,000 SAS programmers, analysts, developers, and their supporting administrators and managers gather at SAS Global Forum (SASGF) 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, poster, panel, HOW, quick tips, 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 CDT member, you will ensure the success of the content for 2022 by:

* Empowering presenters to optimize content delivery by providing support and resources
* Ensuring presenters complete requisite tasks leading up to the conference
* Coordinating mentoring, breakout sessions, e-posters, hands-on-workshops, code doctors, and volunteers
* Reviewing contributed abstract submissions and creating sample agendas

***Note: In this role you are expected to network with people to assist in recruiting volunteers to assist with various aspects. This means you will be contacting individuals and requesting their assistance. In addition, some roles may require you to spend time at the forum tending to specific tasks, which may limit your time to attend sessions. Please, be sure you are comfortable contacting and discussing tasks with others, and/or dedicating time at the forum.***

Please view the document that describes in great details your role and responsibilities (https://communities.sas.com/kntur85557/attachments/kntur85557/library/4157/1/SGUGEBandConferenceCommitteeRoles\_20191028.pdf) 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.

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, especially areas regarding networking, coordinating tasks, etc. | | |
|  | | |
| Can you attend SGF 2021 Virtual., USA, May 18 – May 20, 2021? | |  |
| Can you attend SGF 2021 in San Diego, CA, USA, Apr 10-Apr 13, 2022? | |  |
| Will you need approval from your employer to be a CDT member? | |  |
|  | | |
| Rank (“1” is best) the CDT responsibilities of interest to you. If you are not interested in a responsibility, then do not rank it. **Rank** | | |
| **ePoster Coordination** | |  |
| **Code Doctors Coordination** | |  |
| **Presenter Mentoring Program** | |  |
| **Hands-On Workshop Coordination** | |  |
| **Volunteer Coordination** | |  |
| **Presenter Resource Team Coordination** | |  |
| **Social Media Coordination** | |  |
|  | | |
| Describe your conference, user group, or other organizing experience | | |
|  | | |
| What unique skill or attribute will you contribute to the SGF 2022 CDT? | | |
| Why do you want to be part of the Content Delivery Team? | | |
| Although, you will be a part of the Content Delivery Team, you will still be expected to assist with inviting speakers. Please, explain how you will be able to assist the CAT team inviting speakers: | | |
| Think about past SAS Global Forums you have attended. How would you enhance the content delivery experience? You don’t have to provide specifics but explain how YOUR ideas will enhance the CDT team responsibilities. | | |

**All members of the CAT/CDT team are expected to assist with reviewing contributed abstracts. In tables 2-4, for each sub-topic, industry and line of business, mark the “Capability?” column with a “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)