

41st 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 as well as a recap of the guidelines.

Although this addendum covers the panel, we strongly encourage tutorial and technical paper submissions as well. It is worth spending time reflecting whether a panel, tutorial, or technical paper will be the best way to convey your message to the DAC audience. Proposals may consist of a mixture of formats described below. As in the past, there are separate deadlines for panel and tutorial suggestions, technical paper submissions and hands-on tutorial suggestions. Panel and tutorial suggestions must be submitted by November 3, 2003 and technical paper submissions are due November 24, 2003. If you would like further information regarding DAC submissions, please call the DAC office (303) 530-4333 or visit the web site at www.dac.com.

DAC Panel Forums

There are two distinct forums for panels at DAC. The first of these is in the technical program. This forum provides for a 90/120 min panel with 3-7 participants (including the moderator) in a theatre style seating with a seated audience of up to a thousand people. The second of these is on the DAC exhibit floor in an exhibit named the DAC pavilion. This forum provides for a 30/45 min panel with 3 participants (including the moderator) in a talk show like informal setting with a mostly standing audience of up to one hundred people. As the next section clarifies, the two forums support somewhat different panel formats. Do 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 should 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: One moderator, 5 panelists. The moderator introduces the panel. The panelists give five minute position statements. The moderator then moderates the discussion among the panelists and questions to the panelists from the audience.
- Tutorial-panel: Like a classical panel in that there is real controversy on a topic except that the topic is a 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, 4-5 panelists. The panel begins with a 20-30 minute tutorial on the topic followed by brief (5 minute) panel presentations. The moderator then moderates the discussion among the panelists and questions to the panelists from the audience.
- Educational panel: Less an active debate than the successive presentation of a number of alternative positions or approaches. Panel structure: 1 moderator, 4-5 panelists. Each panelist has 10-15 minutes to present an approach or position in detail. The moderator then moderates 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 be presented and defended by a single debater. Panel structure: One moderator, two debaters. Moderator introduces the debaters. Each debater gives a detailed position statement (15-20 minutes). The moderator then moderates 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 from two guests and has a back and forth discussion with them on a specific topic. It is expected that the guests bring at the least differing and more likely conflicting views on the topic. The setting is informal and slide presentations are discouraged.

DAC Panel Content for the 41st DAC

Panel proposals are especially encouraged on the following topics:

- The economics of IC design and its impact on EDA, including alternative (and less costly) IC design styles:
 - structured ASIC
 - displacement of ASICs by FPGAs
 - displacement of ASICs by application-specific standard parts (ASSPs) and application specific instruction processors (ASIPs), over which design costs can be better amortized
- The impact of manufacturing variation and power on design and EDA. Is their impact overstated? Can these problems be obviated? What are the solutions?
- EDA industry trends and dynamics, e.g., Is the EDA industry a Duopoly? Will there ever be another “next great EDA company?”
- Relationship of the EDA industry with the financial industry? “Is EDA the tar baby or poster child of Wall Street?”
- Software content in IC design. Is providing the software development environment for an IC an EDA problem? An EDA opportunity?

I hope this information proves useful, and remember, the deadline for submission of panel suggestions is November 3, 2003 at 5:00 pm Mountain Standard Time. Please note that all suggestions must be submitted via the DAC web site (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 organizer writes the proposal for the panel, selects and confirms the participation of the moderator and panelists, and coordinates all panel activities with DAC, including coordinating content and writing and submitting 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. Note that 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 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.

Please include:

1. The type of panel – pavilion or technical program
2. The title of the panel
3. The topic to be discussed
4. The structure of the panel (classic, educational, tutorial, debate, or “other” etc.)
5. Complete contact information of the organizer
6. The names, affiliations and contact information of the moderator and panelists
7. A summary of all the views that will be explored

8. A description of how you will use the 1 ½ hours (or 2 hours) allotted
9. 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/39th/39acceptedpapers.nsf/browse>. **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 has been reviewed, the Program Committee may make any changes to the panel they deem necessary, including:

- modifying the topic
- replacing the proposed moderator
- adding, removing, or replacing 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. Please 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. Remember too 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 is effective handling 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 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 too.

Consider a theme for the viewpoints on your topic, such as: Vendor vs. User, Industry vs. University, or Established Technology vs. New Technology.

Other Panel Suggestions

For an excellent description of several different types of DAC panels (and other useful information) please read Prof. Andrew Kahng's guide to DAC panels at:

<http://vlsicad.ucsd.edu/~abk/dacpanels.html>

Note: For further information email: lee@dac.com or call Lee Wood at (303) 530-4333x112