Level 100 (intro-level content)

- No previous knowledge of this subject required
- May contain roadmap and general overview of product features
- May or may not contain code/demos

Level 200 (anchor & overview sessions)

- Focuses on broad technology overview
- Emphasizes capabilities, scenarios and value
- Simple code samples to make a point

Level 300 (scenario & strategy sessions)

- Focuses on demonstrating how to implement a solution
- Detailed code samples and architecture to show how it all fits together

Level 400 (deep technical & internals sessions)

- Focuses on internals, the how and why
- Emphasizes internal architectural considerations and decisions and how they impact real-world usage
- Code samples that illustrate the behavior of the component

Or if you prefer it in terms of chocolate, have a look at the Chocolate alternative (also included below), which sums up the problem of trying to provide a definitive session level guide quite nicely. The problem is that there's such a vast range of topics, speakers and styles around, there isn't a single answer. You will *generally* find that all sessions include a demonstration of some sort as after all, a picture speaks a thousand words. Therefore, it comes down to the session description to really provide the answer. If in doubt, think 100-beginner, 200-intermediate, 300-advanced, 400-expert.

So if you're submitting a session, think hard about what level it REALLY is, and write a good description.

Tips for successful submissions:

- Write a descriptive, fun and enticing title. This should sell your session.
- Target 300-400 level technical content; 100 and 200 level content is in low demand. If you say your talk is level 400 then make sure it is or be prepared for a barrage of feedback in your evaluations!
- Describe content that is new, unique or significantly refreshed from a previous presentation
- Take a solution oriented approach
- Ensure there is minimal marketing talk in your content
- Focus on current or trending technologies, tactics, techniques and procedures
- Showcase your past speaking experience
- Include one or more live demos - historically, sessions with strong demos receive higher audience scores
- Include personal experience - this goes down well with an audience of your peers. Everyone likes to learn from other's mistakes before having to make it themselves.

The chocolate alternative...

100. Never heard of chocolate? Don't worry. This session will introduce you to the different types of chocolate, and provide advice as to what type of chocolate may be most suitable for you. You'll walk away from this session knowing the difference between milk, dark and white chocolate, and have a whistle-stop tour of the ingredients. There will be two demonstrations including an overview of the chocolate making process, and a tasting session.

200. I've had a few bars of chocolate already and I know they're something I'll be using on a regular basis. In this session, you'll be looking closer into the ingredients which go into the chocolate making process. The session will include demonstrations of selecting the right ingredients to make a bar of chocolate configured just right for your taste buds. This session includes some troubleshooting tips such as when you boil the mixture for slightly too long and best practices for selecting most suitable bar of chocolate.

300. You've already tasted and made most types of chocolate but maybe want to know exactly when you should use a specific type of chocolate for the perfect cake, or knowing under which circumstances you should select brown over white sugar or skimmed vs semi-skimmed vs full-fat milk . Come to this session for a detailed discussion about improving the way you manage your whole chocolate making and eating processes. There will be a demonstration of disaster recovery (such as when the kids have eaten the whole tin).

400. Rip of the wrappers and throw them away - this is a no-holds barred choc-o-fest all the way from chocolate peanuts to luxury Belgian chocolate. Do you want to know the perfect number of sugar granules for a 500g bar? Find out the answer to this and much more, first hand from our experts. This session will provide opportunities to drill down into the questions which may have been troubling you about chocolate. There will be a detailed demonstration of configuring your environment to maximize the chocolate bar throughput in parallel eating environments. You will also gain in-depth information on the next version of Chocolate, Chocolate 2025.