



## TIPS FOR A CLEAR AND UNDERSTANDABLE SUBMISSION

- **Choose a title that summarizes the main idea of your submission simply and with style – and be sure to capitalize your title properly.**
  - Example: This is a Properly Formatted Abstract Title
- **Limit your descriptions to less than 150 words.**
- **Write your title and description in third person.**
  - Example: “**Presenters** will cover XYZ and ABC...” instead of “**We** will discuss...”
  - Refer to “attendees” instead of “you” within the description (e.g. In this session, **attendees** will learn to...”)
- **If you are using acronyms, please use them in the title and then spell them out only on the first usage in your abstract.**
  - Example: Title – *NGFW Explained* Description – *Next-Generation Firewalls (NGFW) are a...*
- **Write your descriptions with the typical attendee in mind – make sure your writing style is compelling, but not too sales-y, and informed, yet not too academic.**
- **Be sure to proofread your descriptions and do your best to ensure it meets AP style guidelines.**
  - Example: Please visit <http://owl.english.purdue.edu/owl/resource/735/02/> to review AP style guidelines.