



Effective Abstracts & Proposals

OLC Presenter Services

You have a great idea that you would like to share with others. Your title and abstract are the first impressions you provide to the conference planning committee. As you review the conference Call for Proposals, remember that how you write your proposal impacts whether or not you will get the opportunity to present.

An effective proposal will:

- Align with the goals of the conference
- Tell an interesting, concise, relatable story
- Have a professional tone
- Provide an accurate overview of your presentation
- Speak to specific needs or challenges
- Fit the word count requirements of the submission call
- Include adequate details to help the reviewer know what will happen in the session

Key strategies for achieving these goals are outlined below.

Review the submission criteria:

- Carefully review the Call for Proposals (CFP). It tells you exactly what reviewers are looking for. Consider the audience for the conference.
- Write an abstract and outcomes that speak to the themes and required components of the conference.
- Consider what will make your proposal stand out from others but also connect with the right audience. Talk to a few peers to see if your idea interests them.
- Consider the use of keywords and how they will be integrated into your proposal.
- Include a plan for engaging the audience. Strive for more than a few poll questions.
- Keep in mind the opportunities and limitations of each session type as well as time constraints.
- Conduct a final check of your proposal against the submission criteria.

Start with the takeaways:

- Your audience wants to know why they should attend your session. Your title and abstract will explain what they will take away from your session. This gives greater clarity and focus.
 - Your outcomes should be realistic and match audience expectations.
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Draft an outline:

- A high-level outline will help you write a strong abstract that aligns with your presentation. It will also help you write a proposal that follows submission guidelines and covers all elements of the idea in a concise and clear manner.
 - Outlines allow you to identify opportunities for audience participation and engagement.
 - An outline will allow you to write a clearer, more detailed, and more thoughtful abstract.
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Write for your audience:

- The goal is to write a clear, detailed, and thoughtful abstract and proposal, aligned with realistic outcomes that will tell a story of your idea in a way that others can relate.
 - Your title and abstract should accurately represent what will be covered in your presentation.
 - Consider phrasing and language. The title and abstract should make readers want to attend.
 - Remember the importance of being concise, clear, and focused.
 - Highlight the major themes to ensure the attendees clearly understand your focus.
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Additional Tips:

- The title should pop and describe your session clearly. It may be the only information visible to attendees.
- It's a great idea to fine-tune your abstract, but most importantly it needs to align with your actual presentation.
- Proofreading is essential. Be sure to check for grammatical errors and typos. Having a peer review is a great idea, too!
- Make sure that you will be able to deliver on your proposal in the actual presentation.
- Plan to engage your audience so they leave your presentation happy that they attended.