



How to Write a Winning Abstract

Tips, Tricks and Techniques to make yours stand out!

Presented by
Meg Matt, President & CEO
Suzanne Jones, VP, Marketing

Agenda

- Myth busters
- How programs come together
- Examples of good and bad abstracts
- Working through the application
- What will make or break your abstract
- What does it come down to? The details!

Myth Busters

- Abstract selections are a popularity contest
- Timelines are not definite
- I have plenty of time to write this abstract
- The study/research/report will not be completed for a few months
- I can change a few things and submit the same presentation I made to another organization

Panels vs. Abstracts vs. Roundtables

- Panels: Debates with opposing points of view; no papers; discussion kicked off with provocative questions from moderator
- Papers: Publishes works following specific guidelines
- Interactive Roundtables: Mini-workshops that are engaging, informative and fun

How the Program is Created

- Abstracts completed and sent to volunteers from AESP Topic Committees for review
- Highest ranking abstracts are forwarded to a separate volunteer Program Planning Committee
- Two-day review process full of passionate debate

Program Planning Committee Considerations

Review each abstract and asks:

- Is it compelling?
- Is there a good balance of speakers/topics?
- What's new about this abstract?
- What are the key takeaways?
- Did this speaker do a good job last year?

Good Abstracts

- **Titles** - Need to attract attention and draw attendees in
- **Bios** - Establish your credibility
- **Speakers verified and approved** - Don't guess or assume
- **Compelling reason to select** - Why is your message so important to share?
- **Original content** - Why this is important
- **Results** – Why they are critical and necessary

Good Titles

- *How to Develop an EE&DR Plan in Under 5 Months!*
- *Dinosaurs, Discos and Digg: Staying Current in an e-technology Evolution*
- *Thinking Outside the Crisper: Refining Appliance Recycling Impact Evaluation*

Titles that Need Help

- *Reducing Energy Consumption in Residential Markets*
- *University Programs: What Works; What Doesn't*
- *An Analysis of Gobbledygook and Other Stuff That Only I Care About!*
- *Best Practices*

Abstracts by Section

- Titles
- Keywords
- Objective
- Results/Achievements/Concepts
- Worthiness

Abstracts by Section

- Speakers vs. Co-authors
- Bios
- Travel Approval is a must

The Process Needs Your Respect

- Be responsive and adaptable (panel into a session; session into a panel, etc.)
- Be open to reworking your paper
- Respect the time frames given: Abstract system is automatically turned off at midnight PT on April 9, 2012

The Rules of the Road

- It takes a long time to write, design and print the conference program
- Please prepare your papers, create your PowerPoints, and submit your photos/bios by the deadlines
- The program committee will select back-up presenters and will replace you if you miss any of the deadlines

Experiencing a problem?

Let us know

- Not hearing from your moderator?
- Lost a speaker?
- Have to cancel? These things happen, but please let us know as soon as possible
- Feel nervous? Sign up for the free Brown Bag on enhancing your presentation skills (stay tuned for date and time!)



Save the Date

May 15-17, 2012

AESP's Spring Conference
Baltimore, MD

Jul. 30-31, 2012

AESP's Summer Conference
Toronto, ON (Canada)

Oct. 15-17, 2012

AESP's Fall Conference
Long Beach, CA

Jan. 28-31, 2013

AESP's 23rd National Conference
Orlando, FL

Questions

Meg Matt, President & CEO

meg@aesp.org

Suzanne Jones, VP of Marketing

suzanne@aesp.org

Tel: 480-704-5900