

Writing Great Titles ...

- Indicate the topic.
- Consider the audience.
- Be brief / original.
- Study titles in your area.
- Make the title easy yet exciting.
- Use strong, vivid language.
- Seek opinions.
- Brainstorm ideas.

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Write a great bio ...

- Who's your audience?
- Study bios in your field.
- Narrow down your information.
- Write in the third person.
- State the essence of who you are.
- Include your qualifications.
- Mention your accomplishments.
- Optional (depends on topic/audience): short humor/high energy/cute anecdote

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Great Abstracts ...

- Adapt your abstract to match event
- Be specific—avoid being too broad
- Explain what attendee will get out of it
- Give examples of what will be discussed
- Be concise—one paragraph to hook interest



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Putting it all together —

The One Sheet

- Your name
- A professional photo of yourself
- Contact information
- If applicable, your social media links.
- Your three main speaking topics with summaries
- A short bio
- Credentials/qualifications
- Testimonial(s)
- Design should be simple, clear, readable

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