

## Guidelines – How to submit an abstract

Before you submit your abstract, please have a read through the following guidelines to ensure you make the most of submitting an abstract. An abstract is a brief, concise summary of the presentation you wish to give at the chosen event. Most abstracts are written within one paragraph and the style should be:

<b>Complete:</b>	It covers the major parts of your proposed presentation
<b>Concise:</b>	It contains no excess wordiness or unnecessary information
<b>Clear:</b>	It is readable, well organised and not too jargon – laden
<b>Cohesive:</b>	It flows smoothly between the parts

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### You will need to:

- **Supply your biography – no more than 100 words**  
Ensure this is in paragraph form, and written in third person narrative.
- **Supply 450 words to support your abstract's selection**  
This text allows you to provide detail about what your presentation would cover. Please note that this information will not be published in any conference programme and acts as support material to your abstract. This content will only be read by the judging panel who are selecting the successful abstracts.
- **Supply your abstract – no more than 100 words**  
If selected, your abstract will be published in the printed programme and/or the event website. You should write your 100 word abstract with the consideration that it is aimed at the end reader - i.e. a conference delegate, and should provide enough of a taster and overview to attract them to attend your session. Ensure this is in paragraph form, and written in third person narrative.

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### Notes:

- Your abstract should be a general summary of what you want to present.
- It should be submitted in paragraph form.
- All content should be written in third person narrative (no 'I' or 'you').
- Please specify which session you would like to speak in, referring to the conference programme overview.
- Abstracts will not be accepted for opening sessions.
- We are looking for 'state of the art' knowledge, insight, strong views and content that will be referred to post event.
- The abstract should be targeted for a 'mixed ability' conference audience. Some delegates will know their specialist subject very well, others less so. However, we encourage abstracts to be controversial and informed.
- Please do not use your abstract as an opportunity to market your own company. Sales pitches will not be accepted into the conference programme.
- Please do not include your CV or contact details within the actual abstract.
- If your abstract were to be accepted, we would expect no more than 10 slides in your PowerPoint presentation.
- Presentation length is normally 15 minutes (this may change slightly with some of the conferences) so please bear this in mind when submitting an abstract.
- Your abstract will be reviewed by relevant members or our Policy team and their Strategy Groups.
- You will be notified after the abstract submission deadline has passed whether your abstract has been accepted or declined.