

HOW TO SUBMIT A TALK THAT STANDS OUT

Example of a good abstract

Snappy benefit-oriented title

Please keep your description to 50 words. Be concise but explain the importance of the topic and what detailed lessons you will teach. Write in the present tense and an active voice. Include 3-4 bullets of what someone will be able to do better or different because of your session. For example:

At the end of this session, you will be able to:

- Understand ...
- Create ...
- Develop ...



Present an original IDEA

Your proposed talk should be authentic and applicable in the real world of digital marketing, strategy, or design.

Limit the scope

In 30 minutes, you won't be able to cover everything about your topic. Instead, pick a specific useful aspect.



Include a CASE STUDY

We're more likely to consider proposals that include practical case studies and/or examples.



Details, Details

Include as much information as possible about the lesson you'll teach/share.



No sales pitches

Your personal brand or story is less interesting than the awesome tips and tactics you have to share.

Tangible takeaways



Attendees want to walk away with a plan of action. Be sure to include specific lessons you'll teach that aren't too generic or broad.



Great Brands

Being with one, or being able to bring a strong brand with you to your talk does increase your chances for acceptance.