

Conference Highlights Form

Tips on writing a great conference description

The following points are for guidance only and your description does not need to include every single one of them. Please note however, that your description must stay under 100 words.

1. Use a hook. Begin with a catchy title, a great opening line, a way to catch the reader's attention. This description is a sales tool and needs to "sell" your conference.
2. Be clear. Use clear and accessible vocabulary. Use simple, descriptive language. Avoid industry jargon, acronyms, the hypothetical and the future tense (when possible).
3. Be inclusive. Your audience is not just fellow postsecondary researchers from your discipline. Your conference may be attended by people in other disciplines, interested undergraduates, the public or the media. Adjust your language accordingly, and your research will have more traction.
4. Remember the 5W's. Make sure to include the 'who', 'what', 'when', 'where', and 'why' of your conference. The order doesn't matter, they can even be in different sentences. So long as you give the full details.
5. Focus on the "why". Shift the focus from what you are doing, to why you are doing it, and how your material will be relevant to the reader's work, career, life and worldview—expressed in clear, crisp language, with no buzz words.
6. Feature the exceptional. Highlight and promote high-profile speakers and research stars which your conference will host. Group your remaining content into a solid structure of streams and themes.
7. Think in the long term. Attendees who have a great conference experience take away a great deal more than information from specific sessions. Tell them what they can expect to take away from yours.

Sample description

We're "Energizing Communities" in Calgary! The annual Congress of the Humanities and Social Sciences will take place from May 28 to June 3, 2016 at the University of Calgary. Historically attracting over 8,000 attendees, Congress is organized by the Federation for the Humanities and Social Sciences and hosted by a different Canadian university each year. The Federation, host university, scholarly associations and partners develop a full week of presentations, workshops, panels, public lectures, cultural events and receptions. It also features Canada's largest academic trade show. The result? Luminaries, researchers, practitioners, policy-makers and students from across Canada and abroad meet, share ideas and engage in discussions that have direct importance for Canada and the lives of Canadians. Join us!