

# RSA® Conference 2019

San Francisco | March 4–8 | Moscone Center



# BETTER.

SESSION ID: SEM-M02

## Playing to Win: What Makes a Winning Abstract

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Virtru  
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4 March, 2019



#RSAC



Oxford Dictionaries @OxfordWords · Jul 20

#Manel is a word on our radar:



PANEL DISCUSSION: THE TAMPON TAX

On the radar: manel | OxfordWords blog

What is a manel? And what does it have to do with mankinis and manspreading?

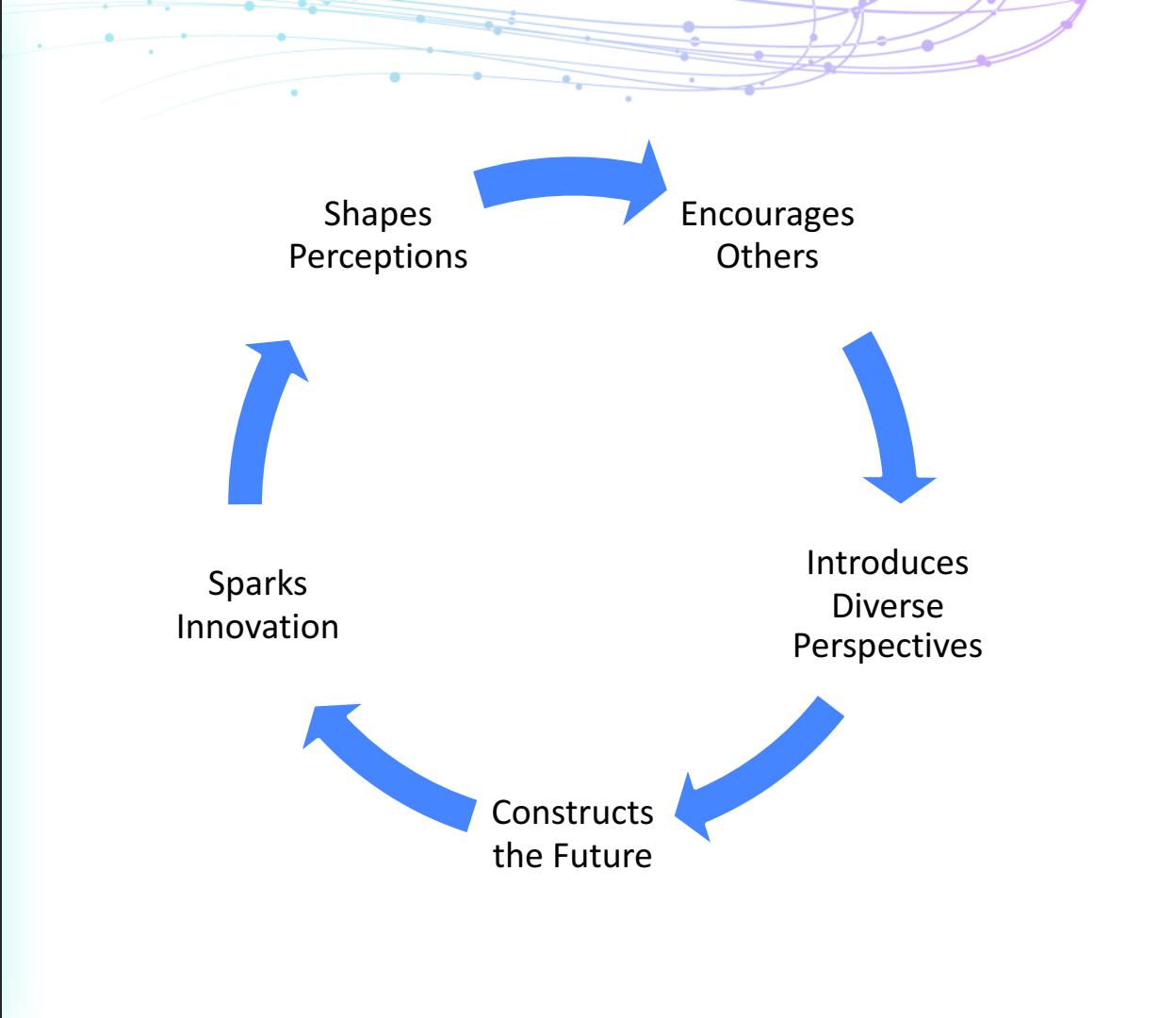
[blog.oxforddictionaries.com](http://blog.oxforddictionaries.com)

Another day, another cybersecurity conference, another #manel



# The Problem

# Representation Matters



# But What's In It For You?



Professional  
Development



Mastery



Networking

# Getting Started

## Selecting a Topic

- Research project
- New technique
- Lessons learned
- Process improvements
- Emerging trends

# Finding Alignment: Where to Submit?

*The Diana Initiative*



**GRACE HOPPER**  
CELEBRATION  
OF WOMEN IN COMPUTING



CircleCityCon 6.0



RECON.CX



## **Additional Considerations**

- Who is the target audience?
- Relevant & timely
- Is it a passing fad or buzzword?
- Are you interested in it?
- Does it align with your company branding?
- Length of talk
- Avoid themes that are overdone

# Gaining Company Support

- Discuss with your manager
- Do you need to inform corporate comms?
- If accepted, would your travel expenses be covered?
- Are there topics or branding considerations that must be addressed?
- If they need justification, remind them of the benefits:



Professional  
Development

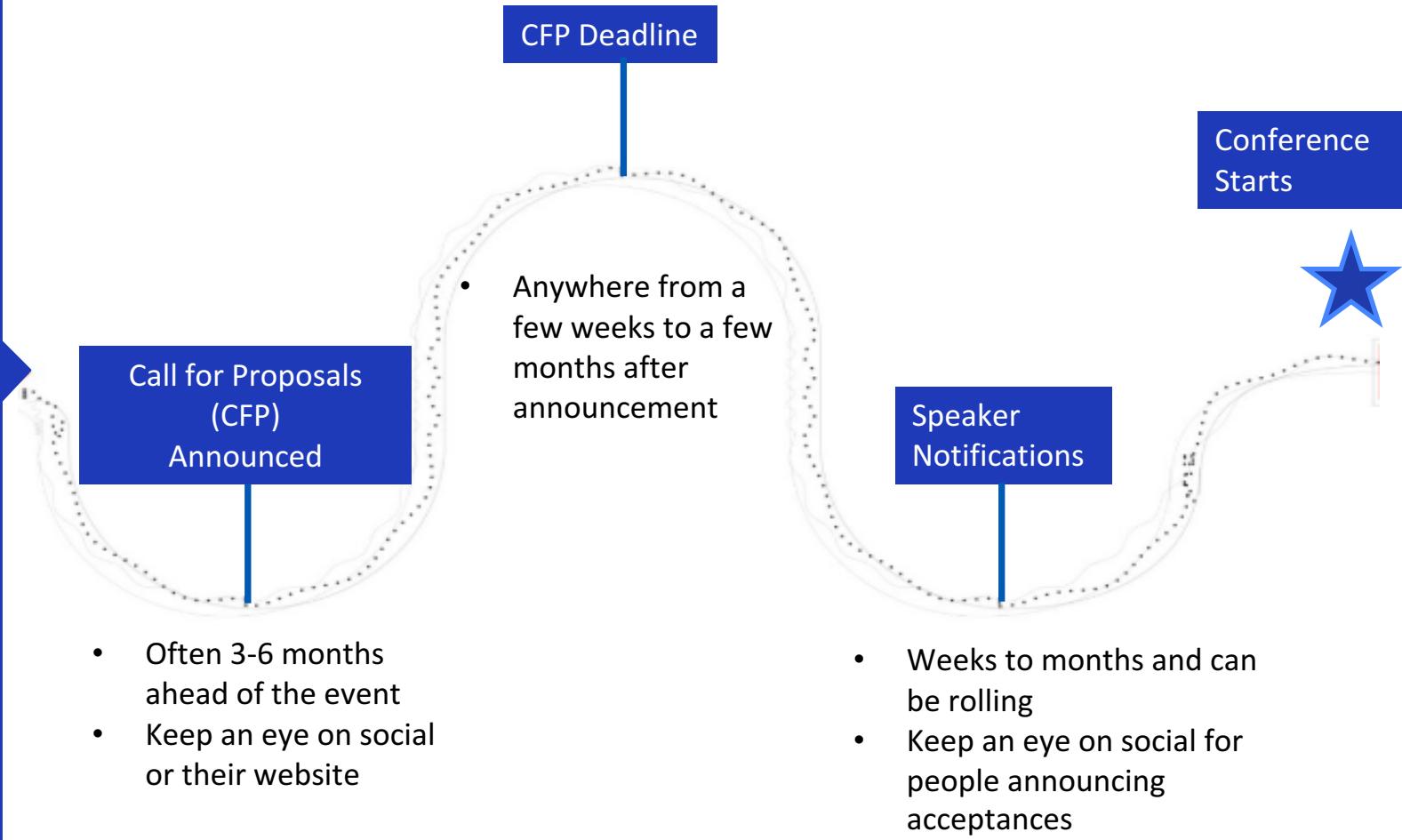


Mastery



Networking

# Timelines



# Time to Write!

# Follow Instructions



Abstract(s) Length



Bio &  
Background



Additional  
Information

# Abstract Principles

The image shows a spiral-bound notebook with a blue decorative border at the top. A blue rectangular box highlights the word "Title" in large black letters. Another blue rectangular box highlights the word "Lorem" in the heading "Lorem Ipsum". The notebook has a spiral binding visible along the right edge.

## Title

### **Lorem Ipsum**

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# Abstract Principles

## The hook

### Lorem Ipsum

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# Abstract Principles

## Why It Matters

### Placeholder Text

Placeholder text, also known as "Lorem ipsum," is commonly used in design and publishing to fill space and demonstrate layout. It consists of placeholder text.

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# Abstract Principles

# Your thesis/solution



## **Lorem Ipsum**

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# Abstract Principles

## Audience benefits/impact

#RSAC

### **Lorem Ipsum**

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This presentation will discuss how to write an abstract.



VS.

There are (at least) two common and inter-related misperceptions that continue to limit female participation on conference panels and as speakers. First, many conference organizers contend there simply aren't enough women in the field. Second, many women believe they do not possess the expertise or qualifications to speak at conferences, or even meetups. Neither of these are true, but they reinforce the persistent dearth of technical women speaking at technical conferences. This is especially problematic in security, where we need more visible and prominent women. Conference participation is a great way to build your brand, grow professionally, and receive useful feedback for a project or research. In this discussion, we'll share lessons learned and writing tips for pursuing technical speaking opportunities. Participants will leave equipped with the tools and encouragement required to move the needle for greater female speaker representation at security.

# The Effort Shows

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# The Effort Shows

# Writing Tips

The Hook

Avoid Jargon

Avoid Acronyms

Demonstrate Expertise

Stay on Message

# Putting It All Together

## Title

- Concise
- Descriptive vs catchy?
- Informative

## Abstract

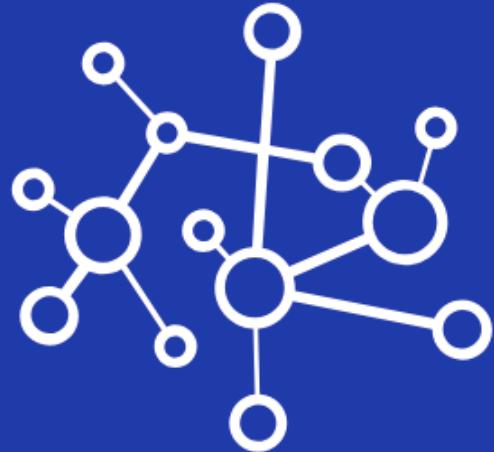
- The hook
- Why it matters
- Descriptive
- Impact

## Bio

- Introduce yourself
- Qualifications
- Include your name!

## Outline

- Detailed description
- Highlight expertise & impact



# Leverage Your Network!



**Thanks!**

**Andrea Little Limbago, PhD**

**[alimbago@virtu.com](mailto:alimbago@virtu.com)**

**@limbagoa**