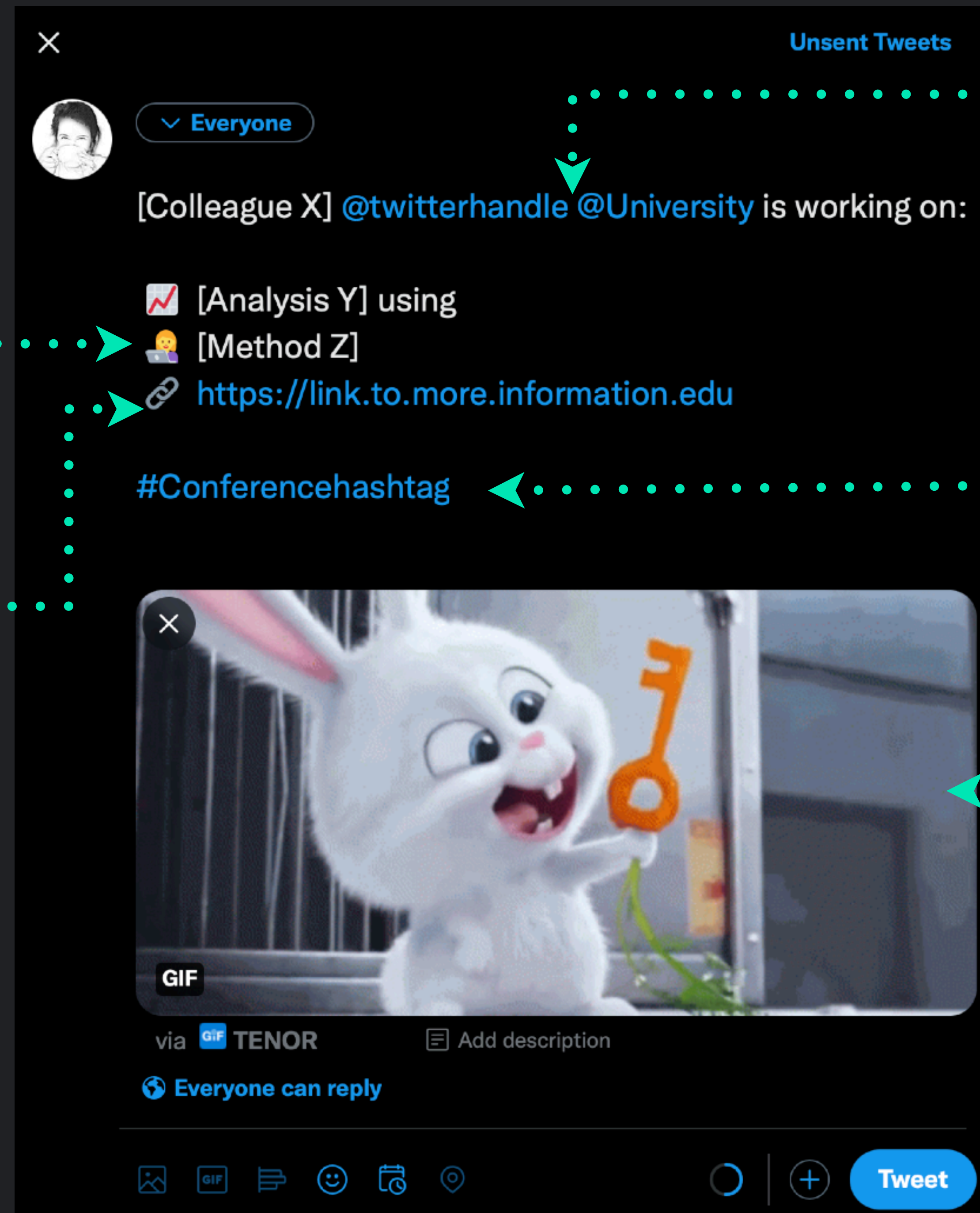


Find your style

Link to key
information
(website, slides,
paper)



“tag” your colleague
if they are on Twitter,
tag their university’s
account

Use the official
conference hashtag
to get visibility

Include a key visual
(a slide or figure from
the talk, image from
a key paper, etc)

MEDIUM



FOCUS



VISUALS



**MARKETED
CORRECTLY**



**AUDIENCE
INTERPRETS
CORRECTLY**



COMPLEXITY



**MATHEMATICALLY
CORRECT**



PROMOTED



The
journey to
interesting
and true

