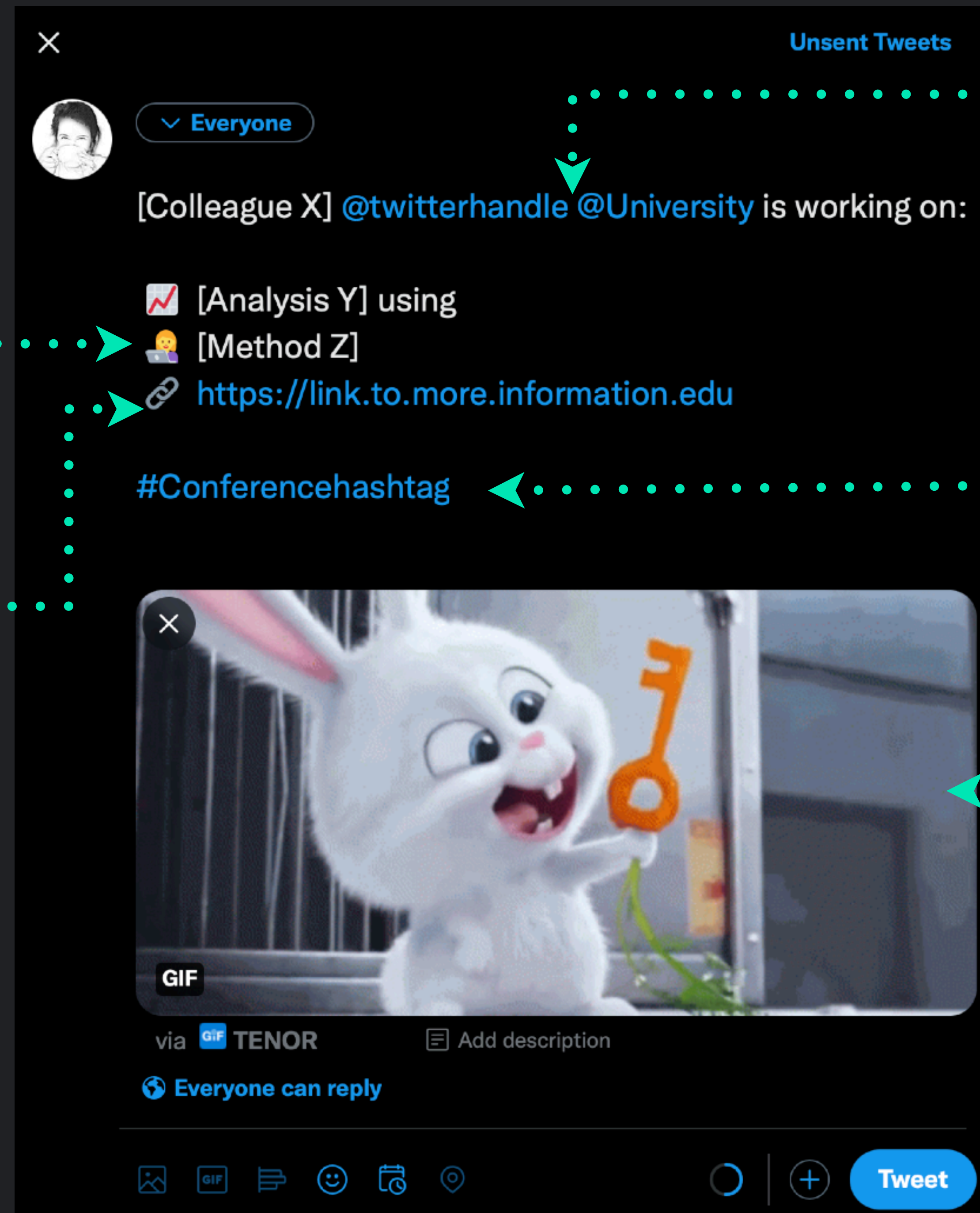


Find your style

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

