

# ABSTRACTS

## Great abstract

- catchy title
- idea that has potential
- indicates that thought and work has gone into communicating the message
- *brief* problem statement
- real examples
- demonstrates experience
- clear takeaways
- relevant to event
- easy to read, draws you onwards
- non-trivial
- has substance – more than a tease, less than a paper
- more than just the bright side – pitfalls, failures, antipatterns, pathologies
- within word limit (and more than a couple of sentences)
- offers interaction or demonstration

## Poor abstract

- claims expertise / authority
- problem excludes content
- poorly written, poorly proofread
- unstructured or incoherent
- buzzwords
- single tool
- happy paths only
- One true method / "I'm right"
- Emotionless
- Tired topic