

Creating a Presentation Abstract

Definition

An abstract is a short document that is intended to capture the interest of 1) the review committee and 2) the potential attendees of your presentation.

So, an abstract is like a marketing document for your full presentation.

If your abstract is poorly written or boring, the review committee may reject your presentation. If it gets by the review committee, then it might not encourage potential attendees to come to your presentation. So the “Rule for Writing an Abstract” is: An abstract should engage the reader by telling what your presentation is about and why people should attend it.

An abstract should contain the following:

1. A clear statement of the topic of your presentation
2. To whom your topic will be of use
3. The value of your topic

Abstracts should include:

1. The Title
2. The Presenters (usually in alphabetical order)
3. The Body (The body of the Westberg Symposium abstracts may contain up to 175 words.) It is important not to be too brief OR too wordy.

The Title

The title is very important!

The title needs to describe the topic. Short attention-catching titles are most effective, but make sure that the title describes the subject you are presenting. “Children, Challenges, Changes” is cute but doesn’t tell us which children, which challenges, or which changes. Here is another example:

“The Nutrition Project” is a title that doesn’t tell enough. “The Nutrition Project: A Nutritional Education Program for Inner City Children” tells us more.

The Presenters

List the presenters under the title. Give names, credentials, current job title and company. Presenters are usually listed in alphabetical order.

The Body

Decide on your objective – it should answer these questions:

1. Who is your target audience?
2. What will the attendees learn from this presentation that will enhance their professional knowledge, skills and/or abilities
3. How will this be accomplished? When, Where and How

Good ways to create your abstract is to bullet the answers to the questions above and then link them together to form the body of your abstract.

EXAMPLE

- Who: Parish Nurses
- What: A collaboration nutrition program developed by the St. Louis Department of Health, St. Louis churches and their neighboring elementary school
- When: Started in 2003 and continues to the present
- Where: St. Louis inner city elementary schools
- How: With the help of a nutrition outreach organization and the city community garden organization, the parish nurse organized a variety of educational events for neighboring elementary school children which included fruit and vegetable tastings, nutritional education, trips to the city farmer's market and the creation of a community garden for the school and surrounding neighborhood.

This presentation will give parish nurses an opportunity to learn about a collaborative nutrition program that was developed between the St. Louis Department of Health, St. Louis City churches and their neighboring elementary schools. With the help of a nutrition outreach organization and the city community garden organization, the church's Parish Nurse organized a variety of educational events for the neighboring elementary school children which included fruit and vegetable tastings, nutritional education, trips to the city's farmer's market and the creation of a community garden for the school and surrounding neighborhood. This program was begun in 2003 and continues to the present.

The above abstract body contains 102 Words – not too brief but well within the 175 word limit.