



IDAHO ASSOCIATION OF HIGHWAY DISTRICTS

Highway districts have administrative responsibility for over 12,000 miles of public highways.

3100 Vista Avenue, Suite 202, Boise ID 83705 • (208) 345-5176

Tips for Writing a Successful Abstract for a Presentation

What is an Abstract?

An abstract is a short document intended to capture the interest of potential attendees to your presentation/workshop. The abstract serves as a marketing document for your presentation. The goal is to engage the reader, explain what your presentation is about, and why/how it will benefit an audience at Idaho's Local Transportation Convention. Abstracts are intended to be succinct, informative, and engaging; we encourage applicants to keep their abstract around 500 words.

Preparing to Write an Abstract

Start by asking yourself some questions to clarify what you want to present, as well as how and why you feel it is relevant to convention attendees. For example:

- What do I have to present?
- Is this relevant to the audience attending the convention?
- Is my topic timely, provocative, strategic, and/or important?
- What will my presentation teach the audience? What takeaways will they learn from my session?

From Idea to Writing

When sitting down to write the abstract, remember to keep your audience in mind and to be clear and concise (include only what you need to make a point).

Consider including the following content:

- **Description:** A description of the research, project, experience, service delivery model, innovative idea, etc.
- **Lessons Learned:** Conclusions/outcomes/lessons and implications of the program, project, or product that you perceive important for the audience.
- **Practical Applications:** How might the audience be able to implement strategies; bringing your lesson into their every day practice?

Choose a title that will sell!

- Your title should be simple, descriptive and engaging. After all, it is your mini-advertisement to attract attendees from the other workshops
- Limit your title to no more than 12 words



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- Include the idea, work, and context in the title
- Consider that the title needs to help reviewers and the audience categorize your presentation
- Sometimes the title comes after the abstract has been written

Consider having colleagues review your abstract prior to submission

- Ask your colleagues to review the content as well as the grammar, spelling, punctuation, and flow of your abstract

How Are Abstracts Selected?

A committee of IAHD and IACERS board members will carefully review all abstracts. Those accepted for the IAHD & IACERS' Local Transportation Convention are considered based on many factors, including but not limited to:

1. Will the presentation provide significant value and takeaways for convention attendees?
2. Does the abstract indicate the value of the material to be presented for local transportation experts and to who in particular it will be of use?
3. Does the abstract engage the reader by telling them what the workshop is about and why they should attend?
4. Does the abstract title describe the subject being written about? Is it catchy?
5. If presenting research findings, does the abstract say how the research was/is being undertaken?
6. Are the speaker(s) skills profiled to attract participants?