Writing guide for session texts SURF Research Day

Make sure everyone wants to attend your session and write your summary this way:

Address form

- Address the visitor/reader with 'you/your'.
- Maintain an informal tone. Write as you would tell a colleague what your session is about.
- Avoid jargon whenever possible unless it is essential to the content.

Proposal title

- Keep the title short, powerful and appealing (max. 10 words).

Abstract (intro)

- Provide a summary/intro of no more than 500 characters (including spaces).
- Focus on the core of your story and why visitors should not miss your session.

Description

- Do not write from the we form, but focus on the reader.
  not: 'In this session we will discuss...'
  but: 'In this session you will learn/hear/discover....'.
- Respond directly in your first sentence to the questions your audience has.
  For example, "Do you also regularly run into digital challenges?" or "Do you need examples from other research institutions?
  => So avoid general introductory sentences, such as 'Digitization offers both opportunities and challenges in research' or 'Learn how our research institution is working with FAIR', etc.
- Avoid passive language.
  not: 'In this session, knowledge will be shared about...'
  do: 'In this session you will gain knowledge about... '
- List two to three specific points that the audience has learned or better understands after your session.
- Keep the tone accessible and understandable to a wide audience, unless the session is aimed specifically at experts.

TIP: Run your text through e.g. ChatGPT with the prompt "Rewrite this announcement into pleasantly readable, recruiting and informal language and make sure that the value added to the reader is evident."

Target Audience

In your description, briefly put who your session is intended for (e.g., data stewards, policy makers, specific industries, etc.).