
# Title & Abstract Development Recommendations

A strong title and abstract are essential for Emerson Exchange voting process and event schedule. They are the first impression attendees have of your presentation, helping them decide if it is worth their time. A relevant title and informative abstract ensure your session stands out and attracts the right audience. Plus, in a crowded schedule, they help attendees make informed choices about which sessions to attend. So, crafting a compelling title and abstract is key to maximizing your impact and engagement at the conference.

## Title Formation Recommendations

Creating a compelling title is crucial for capturing your audience's attention and setting the tone for your talk. Here are some tips to help you craft an effective title:

Save the title for last:  Think about the story you want to tell first. Once you write the abstract, then revisit the title that fits the story.

Avoid Product Names:  Focus on what it does, not what it is.

Be Clear and Specific: Ensure that your title clearly communicates the topic and purpose of your presentation. Avoid vague or ambiguous language that might confuse your audience. Also avoid the use of abbreviations and acronyms.

Use Power Words: Incorporate strong, descriptive words that evoke emotion or curiosity. Power words can help grab attention and make your title more memorable.

Keep it Concise: Aim for brevity in your title. Ideally, it should be short and to the point, yet still informative.

Highlight Benefits: If possible, convey the benefits or value proposition of attending your presentation in the title itself. This can help motivate people to attend.

Consider Your Audience: Tailor your title to resonate with your specific audience. Think about what would grab their attention and pique their interest.

Avoid Jargon: Unless you are presenting to a highly specialized audience who will understand industry-specific terminology, avoid jargon in your title. Aim for language that is accessible to all.

Preview the Content: Your title should give a preview of what your audience can expect from your presentation. It should hint at the main points or key takeaways you will be covering.

Test it Out: Once you have produced a title, run it by a few trusted colleagues or friends to get feedback. They can offer valuable insights and help you refine your title further.

Remember, your presentation title is often the first impression you will make on your audience, so invest the time and effort to make it impactful and compelling.

## Abstract Development Recommendations

When writing an abstract for a conference presentation, you want to provide a concise summary of your topic, highlighting its significance and what attendees can expect to learn. Here is a step-by-step guide:

Introduction: Start by introducing your topic and its relevance to the conference theme or focus. Grab the reader's attention with a compelling opening sentence.

Objective or Purpose: Clearly state the objective or purpose of your presentation. What problem are you addressing, and what do you hope to achieve or contribute?

Solution (if applicable): Briefly describe the methodology or approach you used in your research or project to create a solution. This helps establish credibility and gives context to your findings.

Results: Outline the main findings, insights, or content that you will be presenting. Highlight the most significant or interesting aspects to entice readers.

Benefits: Discuss the implications of your findings or how they contribute to the field. What impact does your work have, and why is it important for attendees to learn about it?

Conclusion: Summarize your abstract with a strong closing statement that reinforces the value of your presentation and encourages attendees to participate.

Edit and Revise: Once you have drafted your abstract, review it carefully for clarity, coherence, and accuracy. Eliminate any unnecessary jargon or technical language that may be unclear to non-experts.

Seek Feedback: Before submitting your abstract, seek feedback from colleagues, mentors, or peers in your field. They can offer valuable insights and suggestions for improvement.

By following these steps, you can craft an abstract that effectively communicates the significance of your work and attracts the interest of conference organizers and attendees.

## Example of a Completed Abstract

**Title:** Automating Waste Slurry Process Utilizing Real-Time Density and Flow

**Session Type**: User Case Study

**Abstract**: ABC Company has five factories. An automation program was implemented to eliminate manual sampling of waste mud slurry which has been a bottleneck and created problems due to the lack of real-time responses to changing composition. Utilizing multivariable outputs (flow and density) from Coriolis meters, precision flow from magnetic flow meters, and integrating these outputs into a Delta V / AMS control system eliminated the bottlenecks, improved waste processing efficiency, and saved over $300,000/year in chemical usage alone!

**What Problems / Challenges Were Resolved?**
Water is used to remove dirt at the front end of the slicing operation. For environmental compliance, the resulting mud is pressed and sent to land fill to dry. Polymer is added to the mud before entering the presses to aid in separation. Manual samples of the mud were taken to determine amount of polymer to add. Latency and variable mud flows resulted in incorrect polymer usage.

**Solution**
Micro Motion Coriolis meters are used to measure flow and density of mud and for polymer additions. Coriolis CMFS015 and Magnetic flow meters are used to blend polymer and water in aging tanks. All process variables are brought into Delta V which controls the entire mud press operation. AMS is used as a trouble shooting tool to detect plugging and other instrument configuration and diagnostics.

**What Results / Benefits Were Realized?**
Only two instead of three presses are now needed to process the same amount of mud. This increased capacity eliminated the bottleneck and reduced operating and maintenance costs. The automated addition of aged polymer decreased usage by $6.50 per ton of mud. A typical beet may have 3% - 6% dirt by weight. At 6000 tons/day this results in a savings of $1170 to $2340 per day in polymer usage.