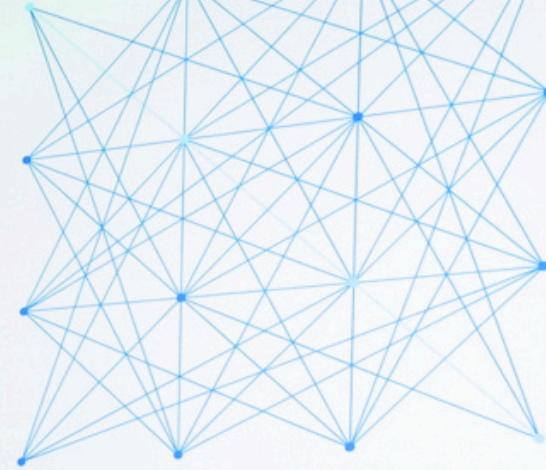


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Sanjay Mishra – Director, SQL



Call for Speakers 2025

# Crafting a Compelling Abstract

# Why the title and abstract matters

A well written session title and abstract attracts attendees, addresses their priorities, and ensures the right audience attends your session.

### Drive Attendance

Attendees evaluate titles and descriptions to decide which sessions to attend.

### Attract the right audience

Well-crafted abstracts bring in the people who will benefit most from your session.

### Enhance Discoverability

Clear, targeted titles and abstracts make your session easy to find in the agenda.



# How to craft compelling session titles



## Keep it clear and engaging:

- **Length:** Titles should be no longer than 85 characters, including spaces.
- **Focus on the Audience:** Address a specific problem or question your audience faces.
- **Actionable and Dynamic:** Use active verbs like "Learn," "Discover," or "Master."
- **Be Specific:** Highlight one key topic or benefit your session will deliver.
- **Avoid:** Jargon, overly complex phrasing, and sales-like language.

Too Vague:

"SQL Optimization Tips"

Better:

"How to Optimize SQL Queries for Peak Performance"

Best:

"Master SQL Query Optimization to Slash Query Times by 50%"

## Start with these questions for the abstract:

Make it clear, concise and audience-centric.

- ? What challenge or opportunity does this session address?
- ? What will attendees learn or gain from this session?
- ? Who will benefit most from attending?



# How to structure:

1. **Start with the Challenge or Opportunity:** Outline the problem or key question your session addresses.
2. **Highlight the Benefits:** Explain what attendees will take away (e.g., new skills, actionable strategies).
3. **Clarify the Audience:** Mention if the session is tailored to specific roles or experience levels.
4. **Keep it concise:** we recommend 200 words or less.

## Examples

Too Vague:

"This session will cover SQL optimization tips to improve your skills."

Better:

"SQL performance issues can slow down critical processes and frustrate end-users. This session will teach you practical techniques to optimize query performance, helping you save time and boost database efficiency. Perfect for developers and DBAs looking to fine-tune their SQL skills."

Best:

"Struggling with slow-running queries? Join this session to uncover the secrets of advanced SQL query optimisation. Learn how to identify bottlenecks, apply indexing strategies, and improve execution plans to cut query times in half. Tailored for developers and DBAs eager to elevate their SQL game."



# Style Guidelines



- Capitalise key words in titles (e.g., "SQL Query Optimisation: Master the Fundamentals").
- Use action verbs and direct language (e.g., "Learn," "Discover," "Optimise").
- Use active, dynamic language: Write in a way that sparks interest and excitement.
- Use single quotes for emphasis in titles and double quotes in text.
- Use text for numbers one to nine and numerals for 10 onwards.

- Use all caps in titles.
- Use exclamation marks (!) or ampersands (&).
- Include more than one colon in a title.
- Use cryptic language or heavy jargon
- Use gimmicky terms that distract from the content

# Four top tips for success

Focus on what the audience will gain from your session.

Keep titles and abstracts tightly aligned—your abstract should expand on your title.

Use real-world language that resonates with attendees.

Test your abstract: Would it make you or your colleagues excited to attend?

By following these guidelines, you'll create a compelling session description that attracts the right audience and sets your presentation up for success. We can't wait to see you at SQLBits!



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