

IGNITE! Submission Guidelines

In IGNITE! presentations get 20 slides, which automatically advance every 15 seconds, meaning that speakers must make their point quickly! The result is a fast and fun presentation which lasts just 5 minutes.

Creating Interest

IGNITE! talks are assessed based on their creativity, engagement, and ability to captivate an audience. Clearly-articulated descriptions (with a dash of pizzazz) and attractive session titles will increase the chance that annual meeting participants will attend your IGNITE! presentation. Here's what we suggest:

A Short and Compelling Title

Word/character limit: Approximately 15 words/90 characters

The title is the first (and perhaps only) part of your presentation the audience will see before the actual presentation, so be sure it is interesting and appeals to a broad emergency medicine audience. Here are several ways to make your title stand out:

- **Shatter a preconceived notion.**
Example: "Pump and Dump is for Chumps: An Emergency Department Guide to Medication Safety in Breastfeeding" or "The Myth of the Mechanical Fall."
- **Promise a concrete skill or learning point.**
Example: "How to Run the Perfect Code: Beyond Advanced Cardiac Life Support" or "How to be an Informed Skeptic of Machine Learning in Emergency Medicine"
- **Tell a story.**
Example: "A FEMA Hurricane Nursing Home Evacuation in Pictures."
- **Offer a trade secret.**
Example: "We are Purveyors of Reassurance: Attending Secretes When There is no Treatment or Diagnosis."
- **Offer a unique perspective.**
Example: "Women in Leadership: Where Are They?"
- **Promise benefits.**
Example: "How to Engage and Inspire _____ Through _____." or "How to Teach a _____ Class That Makes Students Think."
- **Put the "magic number" three in front.**

Example: “Three Critical Concepts for _____.”

- **Provoke curiosity/create FOMO (Fear of Missing Out).**

Example: “New _____ Research Reveals the _____ Methodology That Gets the Best Results.” or “The #1 Strategy for _____.”

Lively, Clearly Articulated Description/Summary

Word limit: 280-500

Because IGNITE is about creativity and engagement, we want you to have the freedom to describe your presentation in any manner that you feel may captivate the scorers, judges, and audience. Your description must not only give an overview of your IGNITE! presentation, it must also create interest and generate excitement. While we encourage you to take some creative risks, submissions should strike a balance between inventive and structured. We therefore recommend the following:

- **Start with a hook.** Rather than starting with background information, begin by tell us what problem you are trying to solve or what perception you are trying to shift. This is not a peer-reviewed manuscript. You do not need to cite 10 different papers to establish your expertise in the field. IGNITE! is about capturing attention and successfully delivering a concise message. Your opening should convince us that you are able to do so.
- **Focus on the reader/attendee takeaways.** Before you write your session description, take time to make a list of the benefits attendees will receive. Then, pick the three most important points that address the “what’s in it for me?” benefits of the presentation. You may wish to start with a compelling fact or statement or a question for the attendee to consider. For example, “this short, dynamic lecture will provide a framework for managing this dangerous condition” or “audience members will walk away with three tools to approach this problem.”
- **Spell out who should attend.** Describe the appropriate target audience in terms of experience level and niche area (as well as other categories specific to the specialty). Are you targeting all practicing clinicians? Learners? Those holding a particular view, or working in a particular area of emergency medicine?

- **Keep it brief.** The word limit imposed on the description/summary is not the challenge; the difficulty is choosing the right words. You can start by:
 - Counting syllables. Replace as many three syllable words as possible with one or two syllable words (e.g., replace utilize with use).
 - Using punctuation. Count 18 words from the start of the sentence. No period or colon? Your sentence is too long.
 - Counting words. Describe your presentation in 500 words, then cut back to 280 words and write a Tweet about it. You'll discover what is essential in your 280-word Tweet and what you can easily lose.
- **Use the active voice and strong present-tense verbs to explain exactly what you will do during the talk.** These can be listed objectives ("I will teach X, Y, and Z") or a broad agenda ("I will dispel 3 myths about X"). Be as concrete and descriptive as possible.
- **Keep it simple and acronym free.** Always define any acronym at first reference and avoid jargon.
- **Be honest.** Your description/summary must match your presentation. Attendees expect summary descriptions to be accurate representations of the presentations.
- **OPTIONAL: Briefly explain why you (or the presenting author) are qualified to speak.** Qualifications are not necessarily accolades. A unique perspective, experience, or passion can be just as compelling as an expert background.

Formatting Your Submission Properly

If not properly formatted, the submission may be returned to the author to amend.

The IGNITE! Title

- **Do not include any abbreviations, acronyms, or initialisms.**
 - Acronyms are abbreviations that are pronounced as words (e.g., AIDS).
 - Initialisms are abbreviations that are pronounced one letter at a time (e.g. HIV).
 - Spell out every word. Exception: vs instead of Versus
- **Use title case.**
 - Capitalize nouns, pronouns, verbs (including those of fewer than four letters, e.g. is, are, was, be), adjectives, and adverbs

- Capitalize prepositions and conjunctions of four or more letters (e.g., from, than, etc.)
- Capitalize the first and last word of the title
- Do not capitalize articles, prepositions, or coordinating conjunctions or words of fewer than four letters *unless* they're the first or last word
- **Other rules:**
 - The term *health care* should be written as two words where it is used as a noun or an adjective.
 - Capitalize and single space the first word after a colon or a dash
 - In a hyphenated compound that is considered to be single word (i.e., it can be found as a single entry in *Webster's*), the second word after the hyphen should NOT be capitalized. Example: Double-blind.
 - If the hyphenated compound cannot be found as a single entry in *Webster's*, then the second part of the compound SHOULD be capitalized. Example: All-Cause Mortality of Cardiovascular Disease
- **When in doubt...**
 - Follow this one general rule: "Capitalize all major words in titles except a, an, the, at, by, for, in, of, on, to, up, and, as, but, or, and nor."

Authors and Affiliations

The person entering the submission is considered the *submitting author* for the IGNITE! presentation. The *presenting author* is the individual who is actually giving the IGNITE! presentation. If the submitting author and the presenting author are two different people, please clearly indicate this in the submission.

- Enter only the primary affiliation for each author.
- Spell out the full name of the Primary Institution for each author.
- Do not use abbreviations.