

A guide for preparing 1-minute video abstracts

This guide is specifically addressed to TRACE-contributors who desire to prepare a one-minute video abstract. At TRACE 2019 we will test this new approach to increase posters visibility. Since you might not yet be familiar with this concept, we want to make you aware of a few important points. The main aim of the video abstract is to attract attention for your poster. By doing so, you increase the likelihood that conference-participants will specifically look for your poster and discuss with you. This means, that the video abstract should provide information why someone shouldn't miss your poster among all the other posters. There are many ways of getting there but the points outlined below may help you to consider the most important aspects.

1. Embed the poster in a general context

Your poster might not be relevant for all TRACE participants. For instance, if you are working on tropical wood, tree-ring scientists working only with Arctic shrubs might be less interested in your poster. A few sentences clearly describing the framework of your study helps to attract the right audience. Indicating the link of your poster with a session topic can attract attention.

2. Emphasize on the most important content

Since one minute is very short you should not waste time with marginally important details. Having embedded your study within the general context (see point 1) you can rigorously jump to the one content you deem to be most important. That could for instance be the take-home message (i.e. the general conclusion from your study) but might also be related to a key figure which you deem particularly attractive and thus a perfect teaser to attract attention.

3. Communicate your expectations

What do you expect from your poster presentation? Are you looking for valuable input to refine your study or do you want to convince people that your work might be meaningful for their research, too? Be brave and tell people why you want them to attend your poster. Thereby, people know exactly why (or why not) they should look for your poster.

4. Preparing the video

It will be helpful if people recognize you during the conference. Thus, it is advisable (though not mandatory) to show yourself within the video. Not everyone feels comfortable with doing so, but recall that it will likely help you gaining more visibility within the scientific community which has several benefits. Embedding the study in the general context (point 1) or communicating your expectations (point 3) might be a good opportunity for making people familiar with your outer appearance. Besides, it makes the abstract appear more personal. Moreover, it will help if people recognize your poster. Thus, including a short sequence in the video showing a complete view of your poster is helpful (this can also be combined with point 1 or 3). Finally, make sure you show a key figure of your study (very much related to point 2) while communicating what you want people to learn from this figure.