



How to write a strong topic title

Your topic title is not just an indicator of what you plan to present – it's also a key way to hook your audience. It will be used in marketing collateral to promote your session, and listed on the agendas sent to potential audience members.

Here are a couple of tips for making your title as strong as possible.

1 – Give it punch

Make it memorable and engaging. You can make a pun, if your audience appreciates that sort of tone. Alliteration is always appealing. If applicable, use specifics such as stats or case studies that indicate you will be discussing something real and practical, rather than vague generalities.

Here are a few examples:

- Cutting us some Slack: acquiring data from cloud collaboration tools
- Detecting, deterring and disrupting terror threats to the USA
- Lessons learned from the Salisbury Novichok incident

2 – Consider the format

There are a number of different ways to frame your presentation. Are you addressing a major problem in the industry? Make your title the question everyone is struggling with. Are you outlining a practical approach to an issue? A 'how to' title indicates that.

Here are a few examples:

- Security is an illusion – where are your invisible vulnerabilities?
- How to fight back against phishing
- 12 steps to control IoT devices

3 – Hook your audience

The audience has options for how to spend their time. They could be networking, grabbing a coffee, or even listening to a different presentation in another stream. We will steer them towards you, but you can help by ensuring your title is attractive. Remember to ask: "so what?" Give your audience a reason to care about your presentation – specifically, how it could help them in their work.

Here are a few examples:

- Improving compliance in order to minimise incidents
- Preparing for virus pandemics and reducing reaction time
- Leveraging AI-led tools to enhance investigations for CT Policing

NB: Our producers are always happy to discuss how to make your topic title as strong as it can be. We may come back to you with some suggestions, and ask you to remember that these are for your benefit as well as ours. We thank you for your consideration and flexibility.