



GLOBAL PROPOSAL Submission Portal



Proposal Writing Guidelines

Please refer to writing guidelines listed below. For items not listed below, refer to the Associated Press (AP) Stylebook.

General

- **Employ short copy:** Minimize copy length whenever possible—say more with less.
- **Use keywords:** Include relevant keywords to help users find your content.
- **Be consistent with word usage:**
 - **3-D**, not 3D
 - **blockchain**, not *block chain*
 - **Congress** vs. **congressional**
 - **C-suite**, not *C-Suite*
 - **cyberattacks**, **cybercriminal**, **cybersecurity**, not *cyber attacks*, *cyber criminal*, *cyber security*
 - **decision-maker**, **decision-making**, not *decision maker*, *decision making*
 - **email**, not *e-mail*
 - **end user**, not *end-user*
 - **healthcare**, not *health care*
 - **HIMSS's**, not *HIMSS'*
 - **internet**, not *Internet*
 - **log in** (verb) vs. **login** (noun or adjective)
 - **meaningful use**, not *Meaningful Use*
 - **meetup**, not *meet-up*, *meet up*
 - **mHealth**, not *m-health*
 - **online**, not *on-line*
 - **payer**, not *payor*
 - **policymaker**, not *policy-maker*, *policy maker*
 - **population health**, **pop health**, not *PopHealth*, *pophealth*
 - **problem-solving**, not *problem solving*
 - **smartphone**, **smartwatch**, not *smart phone*, *smart watch*
 - **startup**, not *start-up*, *start up*
 - **U.S.**, not *US*
 - **web**, **website**, not *Web*, *Website*, *web site*

Titles

- **Content:** Make it interesting and informative to encourage viewers to read your session description.
- **Capitalization:** Capitalize all words except articles (ex: *a*, *an*, *the*); conjunctions of three or fewer letters (ex: *and*, *but*, *or*); and prepositions of three or fewer letters (ex: *at*, *by*, *in*, *out*). Capitalize:
 - Conjunctions with four or more letters (ex: *After*, *Before*, *Than*, *Until*, *Which*)
 - Prepositions with four or more letters (ex: *Above*, *From*, *Over*, *Through*, *With*)
 - Second part of compound modifiers (ex: *Value-Based*), unless the second word is a preposition (ex: *Walk-in*)
 - Both parts of phrasal verbs (ex: *Find Out*, *Hold Up*, *Take Off*)
 - "To" in infinitives (ex: *To Be*)
- **Acronyms:** Don't use acronyms in titles; you may use and define them in session descriptions.

Punctuation and Style

- **Acronyms:** Define an acronym on first use if referencing it again in copy. Don't capitalize the full term unless it is a proper noun (ex: *virtual learning environment (VLE)*, not *Virtual Learning Environment (VLE)*).
 - Don't define common industry acronyms (ex: *CIO*, *EHR*, *EMR*).
 - Use a lowercase "s" to make an acronym plural—not an apostrophe (ex: *Connecting with CEOs*, not *Connecting with CEO's*).
- **And vs. ampersands (&):** Only use ampersands when they are part of a proper name or title; otherwise, use *and*.

- **Commas:** Only use the serial/Oxford comma when required to clarify meaning—often due to long phrases or two uses of “and” in quick succession (ex: *Topics include cybersecurity, innovation, mobile health, and privacy and security*).
- **Designations:** Don't include periods in designations (ex: *EdD, MA, PhD*).
- **Ellipses:** Construct ellipses with three periods and one space to the right (ex: *Cybercriminals are getting smarter... are you prepared?*).
- **Em dashes (—):** Use to indicate abrupt change or introduce extra material. Don't put space around them (ex: *No such interoperability tools have existed—until now*).
- **En dashes (–):** Use to indicate a range of numbers, including dates and times. Don't put space around them when linking two numbers (ex: *Development averages 30–40 hours*).
- **Forward slashes (/):** Don't put space before or after forward slashes (ex: *AI/machine learning*).
- **Hyphens:** Hyphenate compound modifiers that come directly before nouns (ex: *value-based model, world-class education*).
- **Numbers:** Write out numbers one through nine; use figures for numbers 10 and higher.
- **Quotes:** Use double quotes (“”) and, not single quotes (‘’), unless quoting a word/phrase within a quote.
- **Semicolons:** Use semicolons to clarify long lists and complex sentences (ex: *Speakers included Brenda Swanson, CEO, Scripts for All; Robert Carlmore, director, product management, Healthmine; and Justine Lawson, education consultant, CareerCom*).
- **Spacing:** Use a single space (not double) after colons and at the end of all sentences.