HIMSS21 Session Titles and Descriptions: Proposal Submitter Guidelines

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 define acronyms in titles; only 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 (“”), 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.

*For other questions, refer to the Associated Press (AP) Stylebook.*