Tips for Creating a Leave Behind

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PURPOSE
- Your goal in creating a leave behind is to have a single document (physical or electronic) that includes your contact information and important points.

- The document serves as a reminder to the person you met with of your main points and expertise, with information needed for them to contact you if they have follow-up questions.

- The document should be clear enough that it could be handed to someone with no prior knowledge of the topic, and they would understand your main points.

DESIGN
- Keep the document as clean and simple as possible so it is easy to read and understand.

- Colorful images or simple diagrams can help make the leave behind more engaging.

- Avoid complicated diagrams or charts that would need additional explanation or a deep understanding of the subject matter to understand.

- Bulleted points can help make the document easy to scan for information.

- Electronic versions of leave-behinds can include hyperlinks to relevant sources of information or personal/laboratory web pages.

WHAT TO INCLUDE
- Your contact information: name, title, institution, and expertise.

- Your main points (no more than three).

- Images or simple diagrams that help illustrate your main points.

- Relevant facts or information that pertains particularly to the state/district (such as the location of the institution or research).

- If you would like to include references for certain facts in the document, superscript is recommended, with all references listed on the bottom or back.