

# 5 TIPS FOR CREATING WINNING SESSION PROPOSALS

## 1. COME UP WITH A GOOD, INTRIGUING TITLE

Think about your own behavior when you're attending a conference and scanning the program for a session title that grabs your attention? A catchy title stands out from the others and causes you to read more. The same logic applies here. The session title is the first impression you make on a session reviewer. Get creative, but clear.



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## 2. LIVEN UP YOUR SESSION DESCRIPTION

Keep it conversational. Use brief, succinct sentences about what the presentation will cover. Focus on the reader. Relevancy is king here. Make a promise and address the "What's In It For Me?" (WIIFM) benefits of the presentation.

Address what problem or challenge your session will address and how you plan to help them. A solid description will attendees draw attendees to your session.

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## 3. CRAFT STRONG LEARNING OUTCOMES

Learning Outcomes are statements that describe what the participant will walk out knowing as a result of attending your session. What are the top 4 things you can promise the attendee will learn?

TIP: Outcomes should be succinct and concrete. Use measurable action verbs like: assess, state, list, describe, identify explain, etc. (Do not use verbs such as learn or understand).

## 4. KNOW YOUR CONTENT DESIGN

Attendees want to know the level of content being taught in a session. Please be sure that your submission clearly ties to one of these levels to help ensure that attendee needs and expectations are met.

Is your session *technical*? Are you providing in-depth information, a step-by-step "how to" or technical information?

Is your session *strategic*? Are you looking to have forward-looking, strategic discussions of the future?

## 5. WHAT WILL THE AUDIENCE BE DOING IN YOUR SESSION?

Thought-provoking session proposals that clearly define how you will engage the audience and not just lecture at them are the ones that rise to the top. Spell out in your session proposal if you plan to have small group discussions, case studies or use polling technology that ASHE will provide for you.