

Session Title and Description Do's and Don'ts

Session Title

Do's

- **Be concise** – keep the title to one line (approximately 6 – 10 words)
- **Be specific and persuasive** – you are selling your topic to conference attendees who are choosing from among hundreds of opportunities.
- **Promise *WIFA*** (what's in for the attendee?) – explain how the attendees will benefit from attending your presentation: *“How to Create a Logic Model That Your Community Will Love”*
- **Create *FOMO*** – (fear of missing out) – describe how the session is provide new and/or essential information that cannot be obtained anywhere: *“New Coalition Research Reveals Effective Ways to Build Coalition Leadership”*
- **Sell *IMPROVEMENT*** – describe how the information will enhance their performance, avoid mistakes and/or address barriers *“How to Address Challenges in Recruiting Coalition Volunteers”*
- **Highlight tools or techniques** – let the attendees know that they will walk away with from the presentation: *“Winning Tools and Techniques to Engage Participants in Virtual Meetings”*.
- **Use *standard title capitalization*** - major words are capitalized, and most minor words are lowercase. (proper nouns are always capitalized).
 - **Major words:** Nouns, verbs (including linking verbs), adjectives, adverbs, pronouns, and all words of four letters or more are considered major words.
 - **minor words:** Short (i.e., three letters or fewer) conjunctions, short prepositions, and all articles are considered minor words.

Don'ts

- **Write an essay** – you don't have to describe all the content in the presentation to create an interest in the material.
- **Get too “cute”** – too much creativity may not tell potential audience enough about the session. For example: *“When You've Seen One Community, You've Seen One Community”* is an interesting concept, yet it doesn't provide a description of what the session is going to address.
- **Overuse the colon:** Avoid trying to provide too much information by using a colon. For example: *“Building Coalition Sustainability: Four Steps to Build Membership, Establish Processes, Ensure Relevance and Obtain Funding for Your Coalition.”*

Examples

Zzzzzzzzzzz

What the Research Says About Fidelity in Community-based Parenting Classes

Better

A Research-Based Approach to Improving Delivery of Community-based Parenting Classes

Even more better

Getting It Done Right: Making Community-based Parenting Classes Work For You

Session Description

Do's

- **Proofread** - check for spelling and grammar errors.
- **Be clear and precise** – keep the description limited to 200 words or less
- **Describe why** attendees would want to attend the session. The rationale for attending session includes:
 - Describing the challenge or opportunity addressed in the session. What is the opportunity or challenge that people are experiencing and that your presentation is trying to improve?. Make it obvious that they have a challenges or opportunities and that you're here to address them.
 - Describe why your solution will solve the problem. Be concrete: describe what's new with your information/solution. Let them know what is unique or special about the session. Describe how it will solve their problem or allow them to address new opportunities.
 - Refer to the information provided in the **title** – such as WIFP, FOMO, IMPROVEMENT
- **Target Audience** - spell out who should attend both by group and experience level. This is a critical component that should be included in conference marketing materials. Use the language provided in this application to clarify the target audience.
- Clearly describe what **knowledge/skills/abilities** the attendees will come away with (there will be some overlap with learning objectives, which is fine).
- Highlight **"takeaways"** - specific tools and techniques that will enhance their application of the material. Share access to relevant resources such as websites, blogs, workbooks, checklist, research papers and other relevant items.
- Briefly **describe the presenters** – why the presenters are qualified to deliver the presentation.

Don'ts

- **Include only** background information
- **Include only** your personal story or qualifications
- **Simply list** the training objectives... although it is okay to summarize when describing the knowledge/ skills / abilities that will be addressed during the session.
- **Use passive voice:** "Strategies to address retail alcohol sales to minors will be addressed." Use active language: "Learn strategies to address retail alcohol sales to minors."
- **Set inaccurate expectations** – don't promise to enhance knowledge / skills / abilities or to provide takeaways that are not realistic. The attendees will be disappointed and so will you when the evaluations are returned.
- **Be repetitive** – presenters sometime state the same information in different ways – without providing anything more specific about the session.