2022 Call for Presentations
Tips to Writing a Compelling Session Description

The session description, along with Learning Objectives, is what the Program Review Committee will use to evaluate your session for selection. If selected, it will also be used by attendees to determine if they want to attend your session or not in a succinct but complete manner. Using an example description, key information you should provide in your session description is identified.

Example Description

We have all heard about "Designing with the End in Mind", common when developing solutions to work problems and technical challenges. However, the same approach can be used when leading people and an organization. Knowing where you are going and choosing leadership strategies that hep you get there in an intentional manner can make all the difference. In order to "Lead with the End in Mind", leaders must be futuristic thinkers and focus on organizational (and people) assessment, having clear end goals, a strong clear definition of ow to measure success, and be an intentional leader. This session will help participants think through each of these elements to intentionally lead their people and organizations to achieve greatness.

Answer these questions to ensure you write a compelling and complete session description:

1. **What is it?**
2. **Why is it important?**
3. **Who is involved/why is there perspective important?** -This is important to include if who is presenting or their experiences are compelling. *Example: Hear from both the consultant and the agency director on how their partnership impacted the success of the project.*
4. **What does this approach or challenge entail?**
5. **What will the participant leave with?/What will the session accomplish?**