



HOW TO WRITE GREAT CONFERENCE SESSION TITLES AND DESCRIPTIONS

You will spend time and energy to get your presentation ready for the Great Rivers Conference, so we don't want you to shortchange yourself by giving it a boring title or a lackluster description. Here are some of the best practices that can help you fill your presentation room.

Session Title & Description Length

- **Session Titles:** Between 10 and 15 words, maximum 70 characters (including spaces).
- **Session Descriptions:** Keep descriptions of sessions under 100 words. This length restriction does not include presenter names, titles, and organizations.

Writing an Intriguing Session Title

Remember: Session titles should be no more than 70 characters, including spaces.

If you want to increase attendance at your session, the best way to do it is by piquing reader interest with a compelling session title. It's your first – and possibly only – chance to make an impression on a potential attendee.

Which of these two session titles makes you want to read the session description to learn more?

- *Best Practices for Campaign & Revenue Diversification*
- *Strategies You Need to Grow Your Campaign & Diversify Revenue*

The second title works better because it exploits the curiosity gap – there are strategies to grow campaign and diversify revenue, but what are they? – and, using “you,” speaks directly to the reader.

Once you've created curiosity in your reader, it's only human nature for them to want to satisfy that curiosity. That starts with them reading further down into your session description.

Making your Session Overview Interesting

Remember: Keep descriptions to 3-4 sentences and less than 100 words.

Conference session descriptions can easily fall into the trap of being dull, leading attendees to believe that the presentation itself will be dull, too. If you have a session title that successfully exploits the curiosity gap, making attendees read your session description, you need to deliver by showing them why your session will be interesting:

- Spell out who should attend (new versus experienced, large United Way versus small, etc.).
- Focus on your reader and what they'll get from your session.
- Include specific learning objectives.
- Consider using bullet points to highlight vital information.

The word count isn't the challenge; using the right words is.



Drafting Strong Learning Objectives

In addition to the brief overview, we ask that you provide learning objectives that let the Planning Committee know what they will get out of sitting through your session. These statements should go in the latter half of your description and are what participants can expect to achieve.

The best learning objectives follow [Bloom's Taxonomy](#) and have three distinguishing characteristics:

1. Observable
2. Measurable
3. Actively accomplished by attendees

EXAMPLE: Which of These Two Learning Objectives Works Better?

After attending the session, participants will be able to:

- *Increase your revenue by 10 percent outside of campaign*
- *Identify five ways to diversify revenue outside of campaign*

The first one makes a bold promise it probably cannot keep, and it's ultimately misleading because the connection between the session and any increase in campaign cannot be measured. The second learning objective meets all three characteristics laid out above.

The Bottom Line

The bottom line with session titles and descriptions is to keep it simple and enticing. **Well-written copy is clear, concise, and straightforward.** Sticking to these best practices will help you get people excited about attending your session.