Successful Presentations
Crafting a Compelling Session Description

A well-crafted session description can be the deciding factor in whether a potential attendee registers for a conference and participates in a particular education session. A dull session description can lead potential participants to believe that the session itself will be equally as dull. So, you need to make a good, first impression. Here's how:

1. Start with a session title that grabs the attention of a potential participant and will get them to read the session description. Summarize in 10 words or less what the participant will learn and benefit from knowing by attending. Make sure that the session title is relevant to the content and not just flashy marketing speak.

2. Identify the learning objectives, namely what the participant should know or be able to do at the end of the session; make sure that the objectives are realistic and measurable.

3. Focus on the needs of the participant and helping them to solve a problem, overcome a challenge, gain knowledge or improve their skills. Don't focus on yourself and what you want the participant to know you know; address the "what's in it for me" benefits for the participant. Connect with the audience at an emotional level and show that you understand what they want and need to know.

4. Don't overcrowd your session description with too much background information; identify 3-5 main points that you want the participant to remember.

5. Don't use acronyms in your session title. In the description, define an acronym when it is first referenced; avoid jargon.

6. Keep it short! It should be no more than 3-5 sentences and less than 75 words in length. FMI reserves the right to edit session descriptions for length and clarity.

7. Make sure that the content that you present matches the session description. Participants will be extremely frustrated if they feel they have wasted their time attending a session that does not deliver what was promised in the description.