



Tips for Writing a Great Convention Session Title and Description

Innovative session titles and engaging descriptions will bring people to your session, which is what you want after the hours you've put into creating a great presentation. Make sure you follow CASB's best practices for creating a session people won't forget.

Session Title and Description Length

- **Title:** Keep your session title between 10 and 15 words, roughly 70 characters including spaces.
- **Description:** Session descriptions should be under 100 words when possible. This length does not include presenter names, titles, and organizations.

Writing your session title

Write a title that draws a reader to your session. This is your only chance to make an impression on a possible attendee.

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

- *Gaining Insight into Colorado's Education Landscape*
- *Big Changes You Need to Know About in Colorado Education*

The second title is much better because it engages curiosity in the statement "big changes you need to know about" and people will want to know what the changes are. Using the word "you," speaks directly to the reader. Once you've created curiosity in your reader, they'll want to satisfy that curiosity and read your session description.

Making your session description interesting

Don't write a dull description that leads the attendees to believe the presentation will be dull as well. Share why your session will be interesting by doing the following:

- Spell out who should attend.
- Focus on your reader and what they'll get from attending your session. These are the takeaways and they need to be realistic and tangible.
- Include specific learning objectives but no more than three.
- Consider using bullet points to highlight important information but use no more than three.

Drafting strong learning objectives

Session descriptions should explain who should attend and what you will present but they also need to include takeaways or learning objectives. These should be included in the latter half of your description.

Make sure your learning objectives are observable, measurable, and can be actively accomplished by attendees. Which of the learning objectives below works best?

After attending this session, participants will be able to:

- *Increase teacher retention in your district by 20%*
- *Identify five ways to increase teacher retention in your district*

The first one makes a promise that cannot be actualized because the connection between attending the session and increasing teacher retention cannot be measured. The second learning objective meets all three characteristics laid out above.

Keep your title and description simple and enticing. Well-written descriptions are clear, concise, and straightforward. ***It is highly important that your presentation sticks to exactly what has been stated in your title and description.***