

Pennsylvania Association of Family and Consumer Sciences, Inc.

Dr. Mary Kaye Rhude-Faust, CFCS, NBCT, Executive Director

PO Box 508 ▪ Gilbertsville PA 19525-0508 ▪ paafcs@gmail.com ▪ 610-327-4667 (phone) ▪ 610-369-7292 (fax)

Conference Session Proposal Guidelines

Know Your Audience

As Family and Consumer Sciences (FCS) professionals, we assist individuals, families, and communities in making informed decisions about their well-being, relationships, and resources to achieve optimal quality of life. The field represents many areas, including human development, personal and family finance, housing and interior design, food science, nutrition, and wellness, textiles and apparel, and consumer issues.

Today's FCS professionals practice in multiple settings. They are early childhood, elementary, secondary, university/college, and Extension educators, administrators and managers, human service professionals, researchers, community volunteers, business people, and consultants who address the issues most important to our quality of life.

Understand the Difference between a Session Description and an Abstract

When submitting your proposal, you will write two different summaries of your presentation:

1. A Session Description; and,
2. A Conference Proposal Abstract.

Session Description

The first summary, a **session description**, will provide the reviewers of your proposal a 300-word description on which to base their evaluation of your workshop proposal. The main audience for this piece of writing are the conference planning committee members who review all of the proposals.

In this piece of writing, you want to convince the proposal readers to select your presentation for the conference program. Your proposal will be evaluated using the five areas outlined in the Proposal Rating Rubric found in the call for proposals; conference attendees will not see this description.

Session Description for Conference Program

The second summary, a **session description for the conference program**, is a 40-word statement that will appear in the conference program in the online registration website and in the conference program book. The primary audience for this short summary is the conference attendees who are trying to decide from among multiple concurrent conference workshop sessions. You want to entice participants to attend your session by providing a clear and accurate description of what you will talk about.

Pennsylvania Association of Family and Consumer Sciences, Inc.

Dr. Mary Kaye Rhude-Faust, CFCS, NBCT, Executive Director

PO Box 508 ▪ Gilbertsville PA 19525-0508 ▪ paafcs@gmail.com ▪ 610-327-4667 (phone) ▪ 610-369-7292 (fax)

Tips for Developing Session Descriptions

Developing a Conference Session Title

Your workshop session title should summarize the theme of your session. You may want to consider writing the title last, after you have clearly identified the session benefits and written your description. Keep your title short and acronym free.

Important ...

Your conference session title – including your name – is limited to 75 characters.
(Sorry. This limit is imposed by our conference software.)

Writing a Conference Session Description

Your description should provide an overview of your session while generating excitement about your presentation. It is also important to let the attendee know if a certain level of knowledge or experience is required and if he/she needs to bring any materials, e.g., electronic devices.

Your conference session description is limited to 40 words. Use an active voice and strong present-tense verbs, define acronyms, and avoid jargon.

Avoid insulting the expertise of conference participants with such statements as:

“Since teachers aren’t aware of what’s happening in their classrooms, this session ...”

“Many people avoid using technology because they lack the skill ...”

Samples of Session Descriptions

Action, Fun, & Learning! What Happened When I Flipped My Classroom – Jon Smyth

Recently, attention has been given to “flipping classrooms” and replacing the traditional lecture with technology. This session will provide participants with one teacher’s journey in the evolution of a hybrid “flipped classroom” used to educate students with disabilities.

Using Assignment Choice to Engage Students – Dr. Juan Knouse & Emma Davis

Emerging research suggests that offering assignment choices can increase student engagement. Presenters will share the tools and materials teachers need to implement “assignment choice” as a teaching method.

Increasing FCS Courses through Cross-curricular Connections – Kennedy Ferrer

Participants will explore how one teacher aligned FCS courses with state standards and expanded course enrollment using cross-curricular connections. Participants who bring their own electronic devices can engage in a real-time demonstration of this session’s content.

References – Accessed August 10, 2017

<http://blog.tesol.org/tips-on-writing-successful-conference-presentation-proposals/>

<http://ctl.illinoisstate.edu/events/symposium/proposal/sample.shtml>

<http://elearnmag.acm.org/featured.cfm?aid=2049696>

<http://kessjones.com/writing-session-descriptions/>

<http://velvetchainsaw.com/2010/03/16/conference-session-descriptions-that-whet-the-appetite/>

<http://velvetchainsaw.com/2010/03/17/how-to-write-killer-conference-session-titles-that-attract-attendees/>

https://www.sme.org/uploadedFiles/Events/Exhibitors/writing_better_conference_session_descriptions.pdf