

Tips for Writing a Seminar Session Description

Attract attendees to your session by choosing a timely topic, skill or process that appeals to a variety of districts and with an interesting, clear and concise explanation of what they will learn. Use one or more of the following components in your session description. *

Consider using an attention getting opening sentence similar to one of the following:

- Grassroots support is no longer enough to win bond and override elections.
- Is managing a school foundation just ONE of your many job responsibilities?
- If you are only relying on the media to get your story out, you are in trouble.
- Communicating clearly in the first hour of a crisis can save lives.
- Is the voice of your community being heard?
- Come learn how one district reversed a decades-long trend of failed financial elections in retirement community precincts to routinely winning support.

Explain what will happen in your session with action verbs.

- This session is a step by step “how to” presentation on ...
- This session will focus on ... reveal how to ... help you understand how to ...
- Participants will receive ... leave this session prepared to ...
- The presenter will discuss best practices ... explain ... address ... share ...
- This session offers ... include ... explores ... identify ... define ... outline
- This session will provide suggestions for ... demonstrate how to ...

If applicable, state what you will offer and deliver in your session, i.e., tips, resources, best practices, strategies and techniques.

Two examples of well-written session descriptions:

Educating the Media

Some education reporters come to the beat with little knowledge of schools. This session offers tips for breaking in new reporters, teaching them about education and your schools, and sharing information (good and bad). Learn how to help reporters do their jobs and get positive news coverage for your schools in return.

How to Eat an Elephant: Making Your District Budget Digestible

How do you communicate with the public about dollar amounts in the millions, tens of millions or hundreds of millions? The same way you eat an elephant – one bite at a time. This session will share tactics for getting the public involved in the budget process and tips for communicating and connecting with stakeholders. Learn how to make your district budget clear to your community and build trust in the process.

* Examples are taken from the Washington, D.C. Seminar program.