1. **BLUEPRINT your session -**



* + **Define your AUDIENCE**
	+ **Define your ONE BIG IDEA**
	+ This shapes your objectives and keeps your focus
	+ Get it down to one sentence
	+ **Keep it AUTHENTIC!**
	+ **Resources:**
	+ [Create a Presentation Your Audience Will Care About](http://blogs.hbr.org/cs/2012/10/create_presentations_an_audien.html?cm_mmc=SocialHub-_-3271-_--_-9195648622704287748&utm_source=buffer&buffer_share=f3473) (by Nancy Duarte)
1. **Craft a Winning Proposal**
	* **Research the CFP**
	* **Clearly connect your ONE BIG IDEA to the conference theme and specific track**
	* **Keep your AUDIENCE in mind**
	* **Make your title accurate and catchy**
	* **Make your abstract clear and intriguing**
	* **Define 3-5 focused learning objectives**
	* **Use your own voice/style – keep it AUTHENTIC!**
	* **Resources:**
	* [Article Title Generator](http://www.backlinkgenerator.net/titlegenerator/) tool
	* Jeff Hurt Blog: [How to write killer conference session titles that attract attendees](http://jeffhurtblog.com/2010/03/17/how-to-write-killer-conference-session-titles-that-attract-attendees/)
	* Jeff Hurt Blog: [Conference session descriptions that whet the appetite](http://jeffhurtblog.com/2010/03/16/conference-session-descriptions-that-whet-the-appetite/)
	* Jeff Hurt Blog: Crafting Better Conference Materials: Writing Session Descriptions For Dummies
	* UC Santa Cruz Educational Partnership Center “How to Develop a Workshop”: [Purpose-Objectives-Benefits Worksheet](http://epc.ucsc.edu/UserFiles/File/Peer%20Mentor%20-%20How%20to%20Develop%20a%20Wkshp.pdf)
	* Jeff Hurt Blog: [Do conference session learning objectives really matter?](http://jeffhurtblog.com/2010/03/19/do-conference-session-learning-objectives-really-matter/)
	* Jeff Hurt Blog: [10 Brain-based learning laws that trump traditional education](http://jeffhurtblog.com/2012/01/31/10-brainbased-learning-laws-that-trump-traditional-education/)
	* An alternative argument: [Why requiring learning objectives for great conference presentations sucks](http://www.conferencesthatwork.com/index.php/presentations/2010/12/why-requiring-learning-objectives-for-great-conference-presentations-sucks/)
2. **Design Your Presentation**
	* **Outline or storyboard your presentation**
	* **Keep your AUDIENCE in mind**
	* **Apply your ONE BIG IDEA as a filter to keep your session on target – reread your abstract and title to make sure you stay true to your proposal**
	* **Apply good visual design principles**
	* **Decide what presentation tool to use**
	* **Resources:**
	* [Best Practices for Excellent Presentations in the Virtual World](http://www.trainingindustry.com/media/3217793/mandel%20%20best%20practices%20for%20excellent%20virtual%20presentations.pdf) - really good advice for designing any type of session…uses the Mandel Blueprint
	* [10 Rules to Instantly Improve Your Presentations](http://blog.hubspot.com/blog/tabid/6307/bid/5975/10-Rules-to-Instantly-Improve-Your-Presentations.aspx)
	* [Four Simple Rules for Better Visual Presentations](http://ministrytechonline.com/?p=292)
	* [Nancy Duarte](http://www.duarte.com/)
	* [Effective Presentation Scoop.It Collection](http://www.scoop.it/t/effective-presentation)
	* [Storyboard Templates](http://www.techteachers.com/digstory/storyboards.htm)
	* [20 Powerful Online Presentation Tools](http://www.tripwiremagazine.com/2011/03/20-powerful-online-presentation-tools.html)
	* [12 Best Places to Get Free Images](http://www.techradar.com/us/news/internet/web/12-best-places-to-get-free-images-for-your-site-624818)
	* [ImageCodr](http://www.imagecodr.org/) – HTML code for Creative Commons attributions of Flickr images
	* [ThinkExist.com Quotations Search Engine](http://thinkexist.com/)
3. **Promote Your Session**
	* **Keep your AUDIENCE in mind – who will be interested?**
	* **Use Social Media – use your ONE BIG IDEA to describe your session**
	* **Use the session web page on the conference website**
	* **Resources:**
	* [19 Ways to Promote Your Next Speaking Event](http://www.toprankblog.com/2011/05/promote-speaking-event/)
	* BlogWorld Speakers: [How Are You Promoting Your Sessions?](http://www.blogworld.com/2011/04/21/blogworld-speakers-how-are-you-promoting-your-sessions/)
4. **Deliver Your Session**
	* **Keep your AUDIENCE in mind – now more than ever!**
	* **Use your ONE BIG IDEA to keep you focused**
	* **Be AUTHENTIC – not perfect**
	* **Resources:**
	* Garr Reynolds (Presentation Zen) – [We don’t seek your perfection, only your authenticity](http://www.presentationzen.com/presentationzen/2011/01/we-dont-seek-your-perfection-only-your-authenticity.html)
	* Vic McWaters - [Engagement Strategies / Facilitation Resources](http://vivmcwaters.com.au/resources/)
	* [Facilitation 101](http://amauta-international.com/iaf2000/Ruete.PDF) - from the International Association of Facilitators
	* EBG Consulting - [Facilitation Resources](http://www.ebgconsulting.com/facres.php)
	* Toastmasters: [10 Tips for Public Speaking](http://www.toastmasters.org/tips.asp)
	* Six Minutes Speaking and Presentation Skills: [How to Practice Your Presentation](http://sixminutes.dlugan.com/speech-preparation-8-practice-presentation/)
	* Media Training Info: [Five tips on how to practice your speech or presentation](http://www.media-training.info/Public-Speaking-Articles/How-To-Practice-Your-Speech.html)
	* Patti Wood: [10 Memory Tools for Remembering Your Speech](http://www.pattiwood.net/article.asp?PageID=2326)
	* TED Talks – [Speaker Preparation Page](http://www.ted.com/pages/inviting_tedx_speakers)
	* [The TED Commandments](http://www.timlonghurst.com/blog/2008/05/16/the-ted-commandments-rules-every-speaker-needs-to-know/#more-317) – rules every speaker needs to know
	* [A Guide to Mindfulness at Work](http://www.forbes.com/sites/drewhansen/2012/10/31/a-guide-to-mindfulness-at-work/) – Forbes.com
	* [Self-Awareness and Collaboration](http://www.educause.edu/ero/article/mentoring-self-awareness-and-collaboration-2012-educause-award-winners) – David Swartz 2012 EDUCAUSE Award Winnter
5. **Leverage Your Work**
	* **Review evaluations**
	* **Update resume/CV**
	* **Add session links to your online resume**
	* **Provide report to your management**
	* **Turn your session into an article or blog post or enhance for another conference**
* **Resources:**
	+ [EDUCAUSE Advance Your Career Page](http://www.educause.edu/careers/advance-your-career-educause) – find places to share your content and expertise