

Five Tips for Creating Winning Session Proposals

1. Generate a Creative and Clear Title

Think about how you behave when you attend a conference. Scanning the program, your eyes probably gravitate toward session titles that grab your attention. Catchy titles make sessions stand out and cause you to read more. Just like titles catch the attention of conference attendees, they are the first impression you make on proposal reviewers. Get creative, but be clear: catch their attention, but also tell reviewers what the proposal is going to be about.

2. Bring Your Description to Life

Use brief, succinct and concrete sentences about what the proposed presentation will cover. Relevance is key here. Address the “What’s in it for me?” (WIIFM) benefits of the presentation. Remember that you’re writing to an informed audience. Refrain from providing unnecessary background information. Get to the point:

- Where did you start?
- What did you do?
- What data do you have to show that you’ve made a difference?
- What will attendees learn and how will they be able to apply it in their communities?

3. Meet the Criteria

Submitted proposals will be evaluated according to the following criteria:

- Relevance
- Application to practice/ transferrable
- Demonstrated impact
- Collaborative
- Sustainable and scalable
- Innovative
- Clarity

4. Know Your Content Area

The conference welcomes proposals that feature leading-edge tactics, thought leadership and experts in the field, particularly in following content areas:

- Reducing Disparities in Health Outcomes
- Leveraging Data to Drive Health Impact
- Care Delivery Transformation
- Strengthening Cross-Sector Partnerships
- Centering Communities in Health Solutions

5. Engage Participants and Encourage Discussion

Lectures are the least desired presentation format. Thought-provoking proposals that clearly define how you plan to engage the audience rather than talking at them naturally rise to the top. Consider how you wish to present your session. The education committee will ultimately decide which format you will present in.