

EDUCATION SESSIONS

Educational Sessions should convey strong content that is practical, actionable, and engaging through:

- Good titles
- Engaging descriptions
- Knowledgeable speakers
- Identification of Levels
- Alignment with the [SLA Competencies](#)

CORE COMPETENCIES

Education sessions should relate to the [SLA Competencies](#), approved by the SLA Board of Directors in April 2016. Submitters should check off the Competencies relevant to your submission, using the list below. The competencies selected should reflect how your session will enhance or develop skills in one or more of these areas.

- Information Ethics
- Organization
- Resources
- Retrieval and Analysis
- Services
- Systems and Technology

CONTENT LEVEL

Education sessions are categorized as Fundamental, Intermediate or Master Class (Advanced) for content. Please be sure to give careful consideration to this.

- **Fundamental:** Designed for people who are new to the topic or have only a basic understanding; Objective is to LEARN
- **Intermediate:** Designed for people who have a basic understanding of the topic, are middle managers, or have at least one year's worth of experience with implementation or ideas for improvement on an existing project, but who want to bring their skills to the next level; Objective is to learn how to DO
- **Master Class (Advanced):** Designed for people who have been working with the topic for several years, are responsible for management level of the topic, or have implemented successful solutions but want to know what's coming or how they could take advantage of advanced skills; Objective is to learn how to DIRECT (and can also include advanced technical skills).

FORMATS and LENGTHS

- **Pre-recorded presentation** (on-demand or mock live, 5-60 min presentations)
- **Live presentation with live Q&A** (speakers answer chat questions on camera, no breakouts, 30, 45, or 60 min)
- **Interactive Session** (includes presentation plus breakout discussions, exercises, etc, 45, 60, or 90 min)

NUMBER OF SPEAKERS PER SESSION

- Sessions that are 5 or 15 minutes long may have only one presenter.
- Sessions that are 30 minutes long or more can have up to five presenters (including a moderator)
- There are no presenter limits for sessions where presenters do not receive the discounted presenter registration rates such as vendor updates.

SCHEDULING SESSIONS

- SLA will make our best efforts to avoid scheduling conflicts for sessions from the same division but they may occasionally occur.
- There are a limited number of live time slots available. If more live sessions are accepted than can fit into the schedule, session planners may be asked to adjust some sessions to a pre-recorded format.

DIVERSITY, EQUITY, AND INCLUSION CONSIDERATIONS

Speakers of diverse perspectives and backgrounds make for better education sessions. A wide variety of voices and perspectives challenge the audience to think differently about the topic. This variety generates far more dynamic and engaging discussions and better represents the diversity of the audience. Planners should make creating a diverse panel a primary factor in selecting speakers for sessions. For additional guidance, please see [Guidelines and Tips for Promoting Diverse Speakers and Panels](#), a document created by SLA's Diversity, Inclusion, Equity, and Community (DICE) Community.

SPEAKERS

Speakers, Instructors and Moderators will hereby be referred to as "Presenters."

There will be two Presenter registration options:

- 1) Reduced conference registration for full access to conference activities and events - \$149
- 2) Walk & Talk registration which allows the presenter to attend **only** the session at which they are speaking – No Cost

Note: All presenters MUST register even if they are attending only their session. SLA will contact presenters directly with registration information and the Speaker Agreement Form referenced below.

Presenters must provide the following items in June.

- Signed Presenter Agreement
- Headshot photo
- Bio (100 words max)

Presenters will be asked to provide their presentation slides to SLA ahead of the conference so they may be shared with attendees, but this is not required.

To be eligible for the Presenter Registration rate

Moderators are considered official presenters if they are moderating a panel. Those who introduce a single speaker or who are not actively involved in the full session are not considered moderators and will not receive the Presenter registration rate.

Presenters must be confirmed by session planners by **May 10, 2021**.

A maximum number of speakers is set for each education session time frame. This is also the maximum number who can receive the speaker registration rate.

There is a place to add additional comments in the submission form to explain and accommodate special requests. Please use this opportunity!

All presenters are requested to:

- Use the SLA 2021 Annual Conference power point template for their slide presentations. Use of the conference template helps ensure a consistent brand for the conference experience and avoids the appearance of overt selling and promotion by presenters. While using the template is not mandatory, we encourage its use.
- If providing a pre-recorded session, presenters **must** ensure that captions are visible in the recording. This can be done using the built-in subtitles feature in [Power Point](#) or [Google Slides](#).

Presenter Honoraria

SLA Communities may request presenter payments/honoraria for education sessions or CE courses. Approval will be based on reasonableness and what a community has paid for speakers in recent years. **These must be submitted to SLA through the [expense request form](#) by July 1.** SLA will evaluate and approve requests by August 1 and issue payments following the

conference. Speaker payment requests submitted after the conference may not be approved for payment. Individual proposal submitters are not eligible to receive presenter honoraria from SLA.

CONTINUING EDUCATION COURSES

Continuing Education (CE) course proposals should be submitted through Survey Monkey Apply. Proposals are reviewed for selection by the SLA Professional Development Advisory Council (PDAC). The CE course submission form requests the same information as education sessions, plus additional data including intended audience, pre-requisites, learning objectives, and course delivery/teaching methods. SLA encourages communities and individuals to submit courses on relevant, timely topics.

CE courses will be offered virtually in July/August 2021. CE submission review and selection key dates are included in the overall planning timeline provided above.

REVIEW PROCESS

The ACAC will review education session submissions and the PDAC will review the CE course submissions, looking for:

- Topical submissions with a detailed description of what will be discussed and what participants will learn.
- Insights and tools applicable to a wide range of information professionals, or alternatively, high-level training for a targeted audience within the information profession.
- Sessions may be accepted as is, or accepted pending requested changes from the review committee.

DRAFTING CREATIVE TITLES AND DESCRIPTIONS

Your session title and description are the most effective marketing tools you have. Take time to write creative, descriptive, and interesting titles and descriptions. The suggestions below were written by an association conference volunteer with a great deal of experience planning and coordinating education sessions.

HOW TO WRITE EFFECTIVE SESSION TITLES

The title of the session is your opportunity to grab prospective participants. It is the promise to them of the benefits of the workshop. You want to draw them in and make them want to find out more. Then deliver on the promise.

Be sure that the workshop description accurately reflects what the workshop is about. One of the complaints I often hear in the hallway after a session – “Well, that wasn’t what I expected” or “I thought we were going to discuss X but it was about Y” or “I wish they had talked more about Y like the description indicated.”

1. Tell a “secret”. “The secret to successful collaborations.”
2. Suggest a method for achieving a result... “How to increase funding through collaboration.....”
3. Lead with “Ten keys to success in....” (just make sure you have 10!)
4. Promise the end of a problem... “Driving traffic to your site...”
5. Speed enhancement of a solution... “The quick way to getting staff onboard...”
6. Do something like someone else... “Publish like the big guys...”
7. Provide the answers everyone is looking for... “What you ought to know about...”
8. Promise to improve a skillset in a short period of time... “Learn original cataloging in an hour!”
9. Make it look easy... “The lazy man’s guide to collection development”
10. Educate as part of the drawing in... “Recognize the 8 early warning signs...”
11. Impart a level of knowledge reserved for a more experienced level... “You don’t have to be a computer geek to use this online tool!”
12. Offer a tutorial... “Dealing with difficult people...”

SESSION DESCRIPTIONS MADE EASY

- Start with something interesting and build your focus
 - *Learn what top-performing states are doing...*
- Start with an Interesting Fact! Something your reader does not know.
 - *The bubble chart depicts a future vision of the program...*
- Start with a strong opinion or feeling! Let the audience know from the start what you are focusing on.
 - *Collection Development is getting harder in the digital age. Find out how . . .*
- Start with a single word or sound effect! Create a little drama.
 - *Performance, performance, performance . . .*
 - *SHHH – Listen to your customer*
- Start at the end! Your audience will wonder how you got there.
 - *Example: One-quarter of health care providers surveyed report currently using tablets, and one-third utilizing smart phones for doing business.*

Above all, keep it short and to the point! Four to six sentences, no more!