DESIGNING IMPACTFUL CONFERENCE DISCUSSIONS
TO-DO & NOTES

1. LOGIN TO THE SPEAKER SYSTEM
   1. PAST DUE
   2. Sign the speaker agreement (if you haven’t already)
   3. Complete your profile—bio and headshot

2. JUNE 3 | TITLE DESCRIPTION
   • Last day to update session title and/or description

3. JUNE 12 | REGISTRATION
   • Opens at 12pm EST

4. SEPTEMBER 6 | POWERPOINT
   • Last day to load your PowerPoint
   • Bring a back up to the conference

5. CONFERENCE TEMPLATE
   • Be sure to use the conference branded template
   • Can be found on the speaker toolkit page

6. COPYRIGHT MATERIAL
   • Please reference and/or get consent

7. SCHEDULE
   • Should have received from Felicia
Interactivity
Meaningful conversations with peers
Varied sessions

Session doesn’t match description
Boring speakers
Intention to sell or self-promote
Not enough sessions for:
  • small communities
  • counties
  • assistants
ROUND TABLE

1. Short presentation on topic
2. Group discussion on topic
3. No table rotation
4. Discussion & feedback from participants
   • Targeted feedback
   • Engaging discussions
   • Networking with similarly interested participants

WORLD CAFE

1. Problem-centered & solution-focused frame
2. Table rotation (carousel brainstorm)
3. Table "host"
4. Idea collection
5. Post-conference actions
   • Idea generation
   • Solution exploration
   • Networking with potential collaborators
CLARITY & FOCUS

Clearly define the purpose, topic, and goals.

The more precise the topic is, the more successful the experience will be.

- What is the problem or topic you're addressing?
- How will they interact with other participants?
- What will they do with the information after the conference?
- How can the conversation and information apply to their real—world experience?
DISCUSSION: ROUNDTABLE

CHUNK WITH TIME

1. WELCOME + INTRODUCTION (5 min)
2. PURPOSE + INSTRUCTIONS (5 min)
3. QUESTION ONE (15 min)
   Instructions
   Conversation
   Debrief
5. QUESTION TWO (15 min)
   Instructions
   Conversation
   Debrief
6. QUESTION THREE (15 min)
   Instructions
   Conversation
   Debrief
7. KEY TAKEAWAYS (5 min)
   Actions the audience can take after the conference
DISCUSSION: WORLD CAFÉ

CHUNK WITH TIME

1. WELCOME + INTRODUCTION (5 min)
2. PURPOSE + INSTRUCTIONS (5 min)
3. QUESTION ONE (10 min)
   Instructions
   Conversation
   Table host capture ideas
   Rotate
4. QUESTION ONE (10 min)
   Instructions
   Conversation
   Table host capture ideas
   Rotate
5. QUESTION TWO (10 min)
   Instructions
   Conversation
   Table host capture ideas
   Rotate
6. QUESTION THREE (10 min)
   Instructions
   Conversation
   Table host capture ideas
   Rotate
7. QUESTION FOUR (10 min)
   Instructions
   Conversation
   Table host capture ideas
8. KEY TAKEAWAYS (10 min)
   Send summaries to group with actions the audience can take after the conference
MODERATING

- Must be articulate and knowledgeable about the issues/topics
- Must not dominate the conversation
- Know the audience needs
- Prepare engaging questions
- Make it personal to participants
- Look for patterns in audience contributions
- Get everyone involved
- Limit over-talkative participants
- Know when to move on purposefully
- Capture and summarize key thoughts
MODERATING WITH INQUIRY

- What did you find new or refreshing?
- What surprised you?
- What feels most challenging?
- What have you already tried?
- What were the results?
- What are some challenges you faced?
- What have we learned?
- What does this mean for us?
- What do we need to explore further?
- What patterns do you see?
- What skills or help might be needed?
POST-CONFERENCE

Send captured ideas, thoughts, and feedback to participants.

Provide suggestions for application in their real-world experience.
PRESENTING BEST PRACTICE #1: WELCOME PARTICIPANTS

- Stand up and greet individual participants as they enter the room
- Shake hands (or fist bump)
- Ask them where they’re from and what they do
- Thank them for attending your session
PRESENTING BEST PRACTICE #2: ASK QUESTIONS

- A great question immediately engages the brain
- Identify opportunities to ask questions

Try focusing on:

1. Solving a problem
2. What the concept means
3. What the concept means to them or looks like in their world
4. What experience they have with the concept
5. What surprises them | What jumps out
PRESENTING BEST PRACTICE #3: ADDRESS QUESTION RESPONSES

Create a safe environment
- Don’t say, “Thank you. Anyone else?”

Don’t leave ‘em hanging—you should know the content well enough that you can link a question response to a conceptual insight

Encourage additional thought:
- “Say more about that…”
- “What does this look like for you?”

You don’t have to have all the answers—allow the room to contribute their expertise
- “Does anyone have experience with this?”
- “What do others think?”

Keep the number of responses brief—it’s more engaging to keep the session moving along than allowing responses to drone on

Say, “Thank you for your thoughts…”, “I appreciate your contribution…”
PRESENTING BEST PRACTICE #4: SHARE PERSONAL EXPERIENCES & STORIES

- People tune in when you start telling a story, especially a personal experience
- Appropriate humor is a fantastic way to engage—it builds trust!
- Identify opportunities in your presentation to tell stories and share experiences
- Stories of failure can be particularly powerful
PRESENTING BEST PRACTICE #5:
END WITH KEY TAKEAWAYS

• To make this session a success, here’s what you can/should do now...
• Keep key takeaways to 2-4
• Make your objectives actionable