

IGMA

DESIGNING IMPACTFUL CONFERENCE SESSIONS



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

5 CONFERENCE TEMPLATE

- Be sure to use the conference branded template
- Can be found on the speaker toolkit page

2 JUNE 3 | TITLE DESCRIPTION

- Last day to update session title and/or description

6 COPYRIGHT MATERIAL

- Please reference and/or get consent

3 JUNE 12 | REGISTRATION

- Opens at 12pm EST

7 SCHEDULE

- Should have received from Felicia

4 SEPTEMBER 6 | POWERPOINT

- Last day to load your PowerPoint
- Bring a back up to the conference

ACCLAIM

Interactivity

Meaningful conversations with peers

Varied sessions

COMPLAINTS

Session doesn't match description

Boring speakers

Intention to sell or self-promote

Not enough sessions for:

- small communities
- counties
- assistants



CHUNK WITH TIME

1. **ENGAGING QUESTION or ACTIVITY**
2. **SESSION JOURNEY**
3. **CHUNK ONE**
 - Explain
 - Cases, examples, etc.
 - How it relates to them
5. **CHUNK TWO (10 Min)**
 - Explain
 - Cases, examples, etc.
 - How it relates to them
6. **CHUNK THREE (10 Min)**
 - Explain
 - Cases, examples, etc.
 - How it relates to them
7. **QUESTIONS (15 Min)**
8. **KEY TAKEAWAYS (3 Min)**
 - Actions the audience can take after the conference



PANEL: CHUNK WITH TIME

1. **OPENING PRESENTATION + ENGAGING QUESTION**
2. **SESSION JOURNEY**
3. **PANELIST ONE**
 - Explain
 - Cases, examples, etc.
 - How it relates to them
5. **PANELIST TWO (10 Min)**
 - Explain
 - Cases, examples, etc.
 - How it relates to them
6. **PANELIST THREE (10 Min)**
 - Explain
 - Cases, examples, etc.
 - How it relates to them
7. **QUESTIONS (15 Min)**
8. **KEY TAKEAWAYS (3 Min)**
 - Actions the audience can take after the conference





IGMA

What are the 2-4 things participants MUST know and/or do immediately after the full learning experience?

Set aside any content that doesn't directly support the **MUST HAVES**



IGMA

What should participants be able to do immediately after the learning experience?

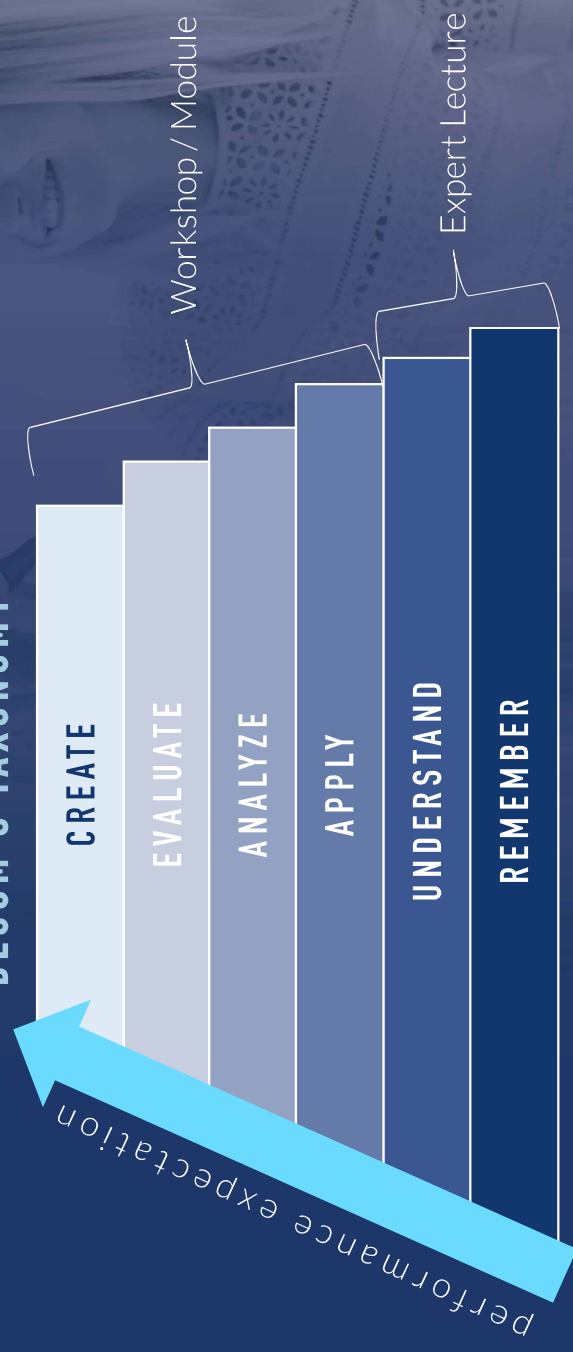
1. START WITH AN ACTION VERB
2. THEN ADD (optional):
 - Conditions
 - Resources
 - Degrees of precision
 - Constraints

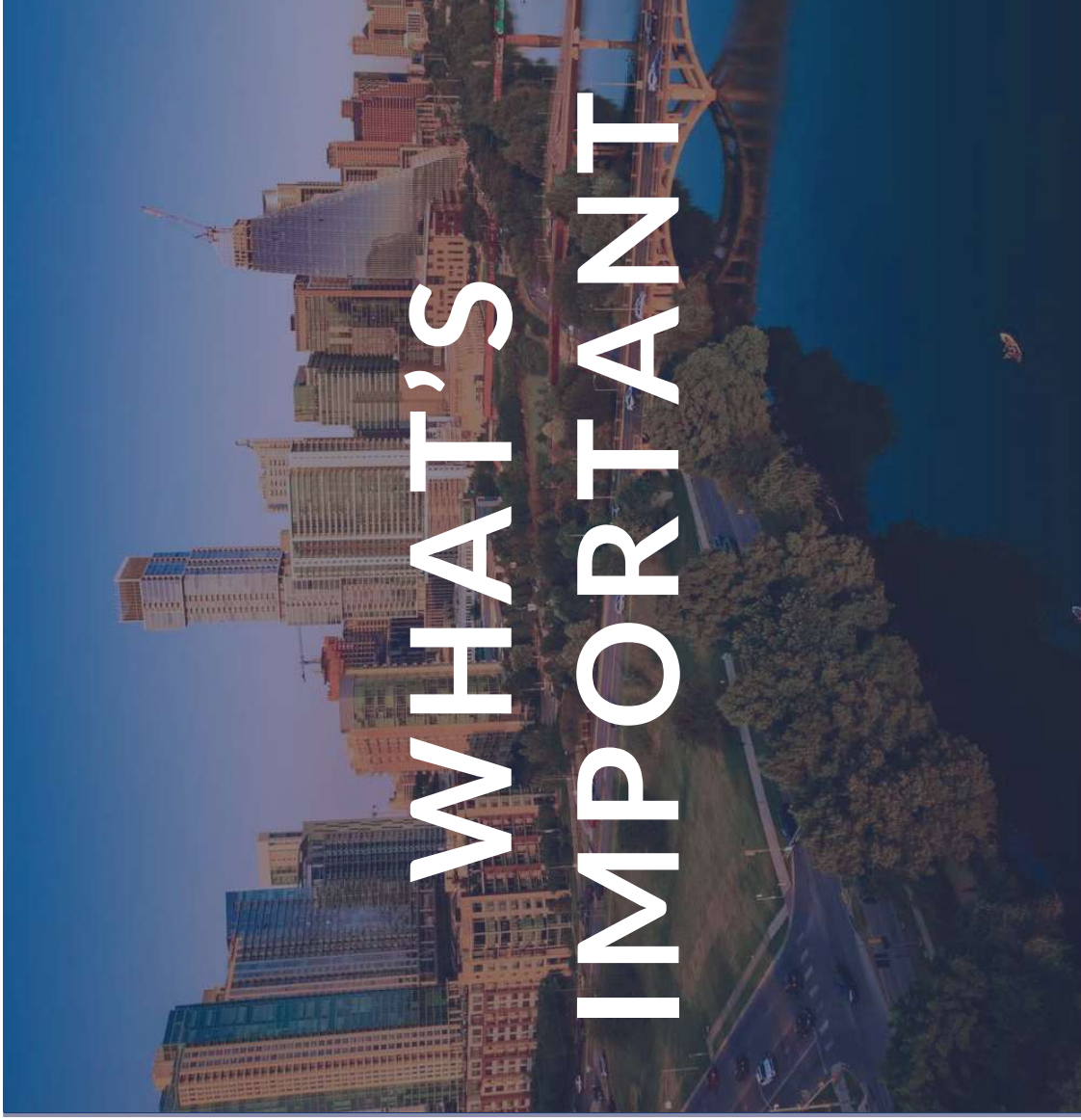


WORKSHOP/MODULE DESIGN

What should participants be able to do immediately after the learning experience?

BLOOM'S TAXONOMY

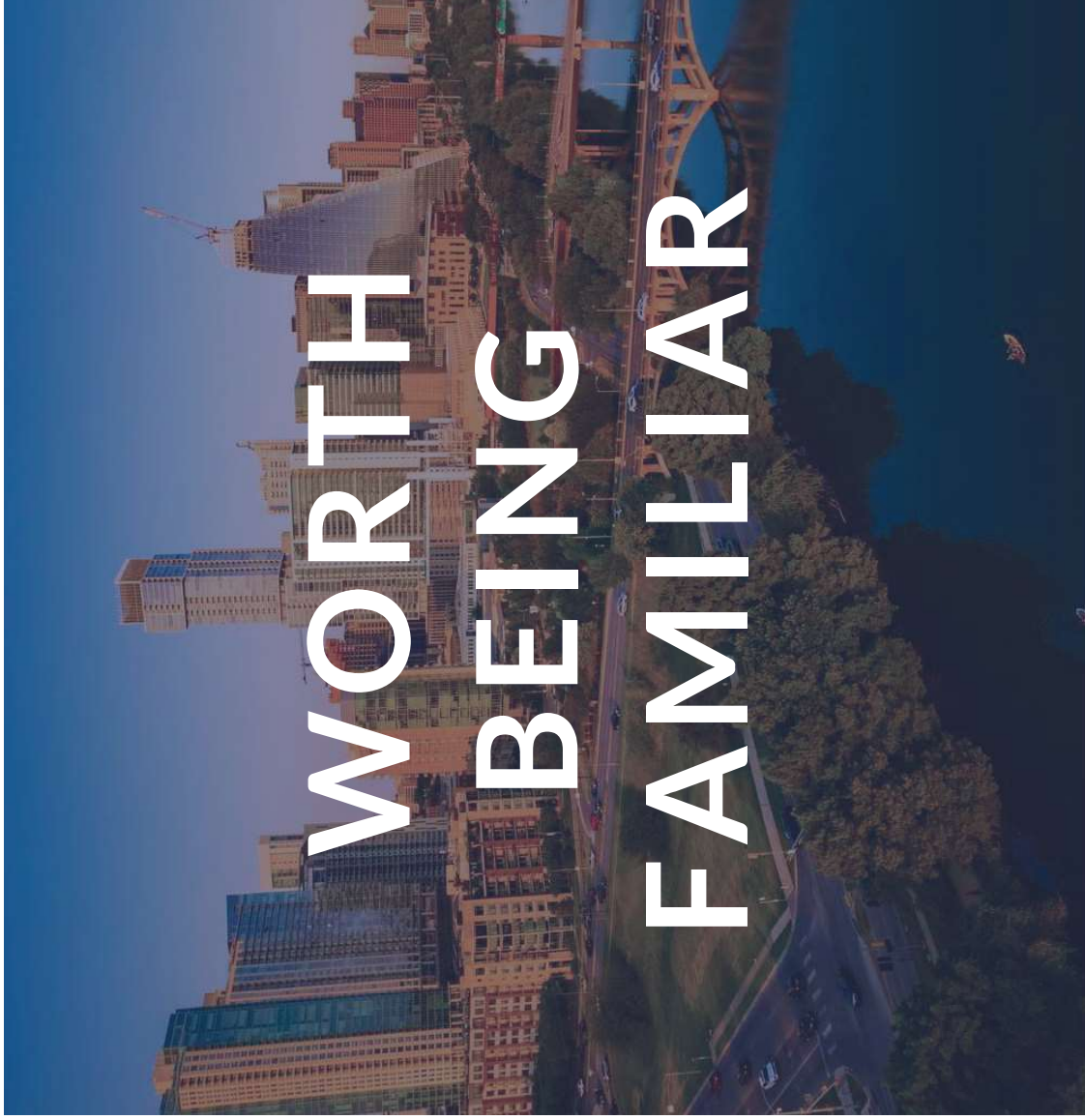




ICMA

The **IMPORTANT** content should directly support the **MUST HAVES**

Don't allow the **IMPORTANT** content to distract or clutter the **MUST HAVES**



ICMA

The content that's **WORTH BEING FAMILIAR** can often be placed in supplemental material, such as a handout

Don't allow the **WORTH BEING FAMILIAR** content to distract or clutter the **MUST HAVES**



ICMA

CLARITY

- Keep it simple
- Use as few words as possible
- Images and graphics are more effective
- Bullet points are used to make a point, not what to say

CONSISTENCY

- Inconsistent fonts, colors, and image types are distracting
- Use the conference template with consistency

TIME

ENERGY

ATTENTION

FOCUS



SCARCE RESOURCES



MANAGING COGNITIVE LOAD

ICMA

Remember

People cannot listen and read at the same time

The facilitator is the narrative, not the slides

Use visual cues, key words, or graphics or images



ENGAGEMENT & QUALITY

ICMA

DON'TS

1. Include too much information
2. Use too much text
3. Clutter the slides
4. Overuse bullet points

DOS

1. Design with your "Must-Haves"
2. Chunk the content
3. Be intentional about where you want them to focus their energy and attention
4. Use key words, short phrases, graphics/images
5. Keep fonts and colors consistent with ICMA brand guidelines

FACILITATING 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

FACILITATING BEST PRACTICE #2: START WITH AN ATTENTION-GRABBER

- Briefly introduce yourself , then do this before covering objectives

- Story
- Poll
- Insightful question
- Activity
- Game
- Compelling stats
- Reference to history
- “Imagine”
- Arouse curiosity
- What would you do?

FACILITATING BEST PRACTICE #3: ASK QUESTIONS

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

Question structure ideas:

Pair share | Table conversation | Carousel brainstorm |
Mix n' mingle

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

FACILITATING BEST PRACTICE #4: 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..."

FACILITATING BEST PRACTICE #5: 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

FACILITATING BEST PRACTICE #6: MAINTAIN EYE CONTACT

- Eye contact = engagement and connection with you
 - No eye contact can make you appear nervous or unconvincing
- DO NOT READ THE SLIDES

FACILITATING BEST PRACTICE #7: MIND YOUR BODY LANGUAGE

- Avoid anything that might be distracting (chewing gum, tapping your foot, touching your hair, standing in front of projector, wandering/pacing too much)
- Be seen—don't stand behind the podium when possible

FACILITATING BEST PRACTICE #9: END WITH KEY TAKEAWAYS

- To make this session a success, here's what you can/should do now...
- Keep key takeaways to 2-5
- Make your objectives actionable



EXAMPLE APPLYING EXCELLENCE

- 01 Define what you want to contribute to your jurisdiction. _____
- 02 With your team, clarify the needs of your customers and how you can exceed their expectations. _____
- 03 Invite your team to define success by identifying why you exist, where you're going, and one extraordinary contribution. _____
- 04 Embed your burning imperative. _____
- 05 Identify the actions you can take to create an inclusive and psychologically safe team culture.

FACILITATING BEST PRACTICE #10: PRACTICE, PRACTICE, PRACTICE

- The most important part of delivering an interactive and engaging workshop
- Use AI
- Mirror
- Friends
- Colleagues