



Planning for Your Presentation at Greenbuild

The more you plan for your proposed session for Greenbuild, the better you will be able to communicate the important and valuable elements of it in your submittal.

Before you fill out the submittal:

- Identify the session’s goal(s).
 - Determine exactly what you want the attendees to get out of attending your presentation.

- Create measurable and achievable learning objectives.
 - Identify specific outcomes the attendees will be able to achieve to meet the session’s goal(s). “Measurable” means the attendees can easily identify if they can or cannot do the action in an objective. “Achievable” means that the attendees can actually learn what it takes to meet an objective within the session format, time frame, and content.
 - Use active verbs such as identify, describe, choose, implement, apply, or prepare. Passive actions such as understand, know, or learn are vague and difficult to measure.
 - Ask “What content do I need to present so the attendees will be able to meet each objective?” to guide the planning and development of the session.

- Draft an outline of the session.
 - Determine the topic areas and activities needed for the attendees to meet the learning objectives.
 - Block out the estimated timing for each section to confirm you have sufficient time to cover the material and activities.

- Determine how the attendees will be involved.
 - Engage the attendees so they are actively learning in the session. Interactivity can be an activity or assignment or as simple as asking questions or leading a discussion. Create meaningful interactions that facilitate the attendees’ learning and meet the learning objectives.

As you fill out the submittal form, keep these tips in mind:

- Proposal Title – Titles are the easiest, and most often overlooked, aspect of promoting a session. Course titles need to describe exactly what the course is about, grab the attendees’ attention to make them want to know more, convey the tone of your session, and imply an action, benefit or outcome.

- Elevator Pitch – In 25 words or less, describe the core of your session to convince someone to attend. Do this by getting their interest, making them curious, and/or letting them know the benefits of participating.
- Abstract – Four hundred (400) words is not a lot to describe a session, so be clear and concise. Highlight the key content to be covered, how the information will be presented and the benefits to the attendees.
- Learning Level – The learning level indicates the depth of the content, what the course expects the attendees to do, and indicates assumed prerequisite knowledge.
 - Level 100 – Awareness. The session presents introductory concepts and general understanding of the topic. Attendees likely have minimal to no prerequisite knowledge and limited previous experience with course material.
 - Level 200 – Understanding/Comprehension. The session presents detailed, in-depth materials and instruction and attendees have some prerequisite knowledge. The content moves beyond basic information and facts and provides additional materials to help the attendees understand how to apply this knowledge to their own practice.
 - Level 300 – Application/Implementation. The session presents sufficient material and opportunities to gain new knowledge, practice its application, and complete a definitive action. Attendees have pre-existing knowledge and experience applying this information to practice. The session needs enough material and time to allow the attendees to achieve and demonstrate the objectives.
 - Level 400 – Mastery. The session presents detailed training on specific topics with opportunities to be fully engaged with materials and activities, and to demonstrate a mastery of content through course work. Attendees have extensive prior knowledge and experience with the topic.
- Presentation Style – Describe how the audience will participate in your session. This can include activities, discussion, interaction, visual aids, or technology that will allow the attendees to engage in the session, with the materials, or with each other. Even if you have a lecture-based presentation, you still want to keep the audience’s attention and include them in the session at regular intervals.
- Speaker Contributions – For sessions with multiple speakers, synthesize the roles and content for the attendees. In addition to describing the role each speaker will play, clarify how the different presentations will tie together to form a comprehensive learning experience for the attendees.

Take the time to plan out your session to most effectively communicate its highlights and value in your proposal submission. And, if you are accepted, be sure to check out the Greenbuild Speaker

Tip Sheets and resources that will be available to you to deliver a best-in-class educational session. Good luck!