NACE 1956–2016 Conference & Expo
June 7–10, 2016 • Chicago

Developing Your Idea

What makes a good session?

Attendees desire sessions that provide compelling content, such as:

- New or surprising topics that have an impact on the attendee's organization or how they perform their job,
- Ideas that challenge an existing belief or status,
- Great basic content with a compelling new argument behind it,
- Valuable time-saving tactics or takeaways,
- Ideas that can be implemented immediately, and
- Practical knowledge and solution based tools and approaches that can improve the organization.

What are some highly valued approaches?

Attendees desire different session formats including, but not limited to:

- **Case studies**: Bring sessions to life by putting a human face on the concepts being discussed. Learning how companies move from defeat to triumph always resonates with attendees.
- **Hands-on application**: Your peers are eager to try your tips and ideas while attending your session. Provide hands-on learning opportunities that will stay with them long after they head home.
- **Practical knowledge and tools**: Help attendees make a positive impact on their organization.
- **Trends, regulations and/or research**: Show where businesses are going and how external influences, such as regulations and the labor market, affect the total rewards profession.

Questions to ask yourself:

- Does my session idea connect to the conference theme of "Limitless Possibilities"? How does my idea complement the theme? How am I contributing to the future of the profession? Am I revisiting the past or am I looking to the future?
- What will attendees take away from my session? Is my session aimed at attendees and developed from the standpoint of what they need to know and learn, along with what they can use back at their organizations? How does my session give tools/knowledge that contributes to the future of the profession?
- Is my session interactive and engaging? What exercises and questions can I incorporate into my session to engage the audience?