Guide to Planning & Implementing a YALSA Preconference

August 2010

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Introduction

Thank you for volunteering to organize a YALSA preconference! YALSA truly appreciates the time and effort you are devoting to create this learning experience for our members. This planning guide is intended to help walk you through the process of planning a half day or day-long workshop. In this guide you will find a step by step plan to building a successful preconference.

YALSA Preconference Goals and Objectives

Through its workshops YALSA aims to:
- Further the continuing education of YALSA members
- Provide a forum through which YALSA members can actively learn about and participate in discussions on topics relevant to the profession
- Encourage the exchange of information and ideas and relationship building through networking
- Educate members on changes and developments in young adult librarianship
- Have a successful event measured by an evaluation so that participants leave with practical knowledge or skills, and the desire to attend future workshops

Adapted from: http://www.interpnet.com/download/NIWmanual.pdf

Designing Effective Preconferences

- **Active engagement of participants during the workshop:** Nothing is deadlier or less effective than a preconference where participants do not participate. Give people an opportunity to participate actively in every session using a variety of techniques.
- **Modeling effective pedagogy:** The most successful preconference sessions are those taught using effective instructional methods and the least successful sessions are those where a presenter simply stands up and talks. When planning the preconference, incorporate a variety of presentation styles, including small breakout sessions with audience members.
- **Give participants time to interact and share experience/knowledge:** Participants bring valuable experience and ideas to preconferences. Structured mechanisms for sharing experiences and expertise should be an integral part of every preconference. Some examples of small group activities are:
    - Start out your preconference with icebreakers, which helps participants build rapport with one another and encourages a sense of community among participants.
    - Divide participants into small groups and give each group a question/problem to work on. Allow each group 10-20 minutes to work on the issue and then have each group report back to the main group.
    - Post large pieces of poster paper around the room with a different question/issue on each piece of paper. Give participants 10-20 minutes to

contribute their thoughts/ideas on the papers. Make the brainstorms shared on the paper available to participants after the conference via a wiki.

- **Emphasize practical applications:** An emphasis on practical applications and strategies is an important aspect of effecting change in teaching practice. It is important to recognize that participants are coming from different backgrounds and work situations and to address that whenever possible. Participants at YALSA preconferences tend to be a mix of public and school librarians. They also come from large library systems as well as small rural ones. Participants are also a mixed of experienced librarians looking for new ideas, and beginning librarians trying to learn basic skills. Be sure to keep these ranges in mind when you plan the event.
- **Give participants time to work on a specific task that connects the preconference topic to their own needs:** Time to work individually during the preconference allows participants to reflect and to make progress on adapting preconference content to their own needs. This can be effectively supported during the preconference by providing opportunities for participants to work one-on-one or in small groups with preconference leaders.
- **Make sure that participants leave the workshop with specific plans for future action:** What kind of take away will you help the participants develop? Will it be a new mission statement? A list of goals to accomplish at their library on the topic the preconference addressed? Templates to use for planning and budgeting? Lists of recommended resources jointly compiled by the preconference leaders and participants?
- **Provide materials and examples:** Examples of how preconference topics can be applied in the library are valuable resources for participants. Participants may not exactly copy an individual activity, but will rather pattern something after one of the examples provided.
- **Plan, plan, plan:** Good preconferences that appear to flow spontaneously reflect extensive planning by leaders and a common understanding of the program and its objectives. In the months before each workshop, leaders must flesh-out the preconference schedule through a series of email discussions, phone conversations, conference calls, and, when possible, a meeting.

--Adapted from: http://serc.carleton.edu/NAGTWorkshops/leadership/designing.html

Adult Learner Resources

The web sites listed below can assist your taskforce in its early planning stages with designing an interactive session that meets the needs of adult learners.

http://frank.mtsu.edu/~itconf/proceed01/22.html

http://literacy.kent.edu/~nebraska/curric/ttim1/aaal.html

http://www.umsl.edu/services/ctl/DEID/destination2adultlearning/motivate.pdf

http://online.rit.edu/faculty/teaching_strategies/adult_learners.cfm

ALA also provides some resources tailored to the library community through its LEARN Round Table: www.ala.org/ala/mgrps/rts/clenert/index.cfm

Preconference Planning Guidelines

When planning your preconference, first determine the learning objectives of the workshop and your targeted audience. Work with your planning group to decide what concrete skills, programs, methods or techniques you want that audience to take away from the preconference.

Once you have established the goals and objectives of the preconference, and who the targeted audience is, design interactive individual sessions that support those goals and objectives. Work to include real world situations and examples in individual sessions so that participants learn practical ideas and methods, which they can implement in their library. Include a variety of activities in the preconference that will engage the audience and stimulate discussion.

Some suggested workshop activities are:
- Small group breakout session
- Role playing session
- Panel discussion
- Speed session
- Case studies/problem solving
- Partner activities
- Q and A with speakers
- Show & tell
- Pecha Kucha
- Poster session
- Unconference session
- Quiz show
- Game
- Contest
- Round robins
- Brainstorming
- Short media presentation & discussion
- Make & take

Avoid scheduling similar types of activities back-to-back in the agenda. Schedule 10-15 minutes at the end of any lecture, presentation or panel to allow for a question and answer session. It's also important to schedule reporting out time after any small group or partner sessions.

Afternoon sessions should be more interactive than passive. Breaks are important and help the audience revitalize for the next session. Half-day workshops should include a fifteen minute mid-morning break, and full day workshops should include a fifteen minute mid-morning and mid-afternoon break. YALSA staff will arrange for food to be provided during lunch and breaks.

For more information about suggested workshop activities, read "Presenter Tips" in Appendix D and please feel free to contact YALSA's Program Officer for Conferences and Events, Nichole Gilbert at ngilbert@ala.org or 1.800.545.2433 x4387.

Preconference Development Timeline

March/April
- Taskforce is appointed

June
- Carefully review the official charge for your taskforce and contact your Board Liaison for more information or for clarifications, as needed.

July
- Work with your taskforce to decide upon goals and objectives as well as the targeted audience for the preconference. Check in with your Board Liaison as needed to ensure that the goals and objectives fit with YALSA's Board of Directors' expectations for the preconference.
- Following the Annual Conference, and no later than July 31, the title and preliminary description of the preconference are due to YALSA's Program Officer for Conferences and Events. This information can be updated at a later date, but the information submitted at this time will be posted in the preliminary program and on the registration page, so it is very important.

August
- Work with your taskforce to create a draft agenda and to identify what type of activities are the most appropriate to use in your workshop to facilitate interactive learning.
- Identify potential presenters, speakers, facilitators, etc. Read through professional publications, check YALSA's Speakers' Bureau on the wiki, ask peers for recommendations, etc.

Sept.
- Work with YALSA's Program Officer for Conferences and Events to finalize the speaker list and identify authors to invite, if appropriate.
- If teen participation is desired, contact YALSA's Youth Participation Coordinator to request her assistance with locating local teens.
- Formally invite speakers/facilitators to participate in the event. Be sure to share with them the document called the "Benefits of Speaking at YALSA Programs" handout (see appendix C). Also, share the goals and objectives for the event with them and have a conversation about your exact expectations are for their participation.

Oct.
- Continue to refine and flesh out the agenda and mini sessions.
- Assign specific tasks or areas to oversee to individual taskforce members.
- Begin to identify what resources or take-aways participants should receive.

Nov.

- Add a description of the workshop, including learning goals & objectives, confirmed speakers, etc. to the Annual Conference page on YALSA's wiki.
- Work with YALSA's Communications Specialist to begin marketing the event.

Dec.
- Work with YALSA's Program Officer for Conferences and Events to send out speaker contracts.
- As speakers, presenters, etc. are finalized, identify what AV or other needs they have.
- Identify what supplies, such as flip charts, will be needed for the event and send that information to YALSA's Program Officer for Conferences and Events.

Jan.
- Registration opens for the preconference. Work with YALSA's Communications Specialist to market the event.
- Share the Presenter Tips document with all of the speakers (see Appendix D). Follow up with them to make sure they understand what is expected of them and to see if they have any questions.
- Following the Midwinter Meeting, and no later than Jan. 31, the final title and description of the preconference are due to YALSA's Program Officer for Conferences and Events.

Feb.
- All AV requests are due by no later than Feb. 1st. Submit those to YALSA's Program Officer for Conferences and Events.
- Develop handouts, resources, take-aways, etc. that participants will receive.

March
- Contact presenters to check on the progress of presentations. Let them know that ALA/YALSA has a space for sharing presentation related resources and materials at http://presentations.ala.org.
- Finish creating and editing handouts, resources, take-aways, etc. that participants will receive.

April
- Decide what appropriate type of follow-through is desired for after the workshop so that the information from the workshop can be shared with the broader YALSA membership. For example, after the event, your taskforce and/or your presenters may want to post information to YALSA's blog, write an article for *YALS,* facilitate a YALSA webinar, etc.

May
- All handouts etc. are due to YALSA's Program Officer for Conferences & Events, including agenda & evaluation by no later than six weeks before the event.
- Share the final agenda and logistical information with all speakers.

- Work with your taskforce to identify and assign individual tasks that they will be in charge of on-site, such as handing out materials, introducing presenters, facilitating break-out sessions, etc.

Day of the workshop
- Please arrive 30 minutes prior to the start of the workshop to help with registration and other logistics.
- Consider having an activity that early birds can do until the workshop starts, such as filling out a survey or sharing ideas via chart paper around the room.
- Welcome speakers and participants.
- Work with YALSA's Program Officer for Conferences & Events to address any last minute issues.
- Oversee the implementation of the workshop. Make adjustments to the agenda as needed.
- Circulate throughout the room to ensure that participants have what they need.

After the workshop
- Send thank-you notes to anyone who presented or contributed to the workshop.
- Work with presenters to post workshop materials on http://presentations.ala.org.
- Facilitate any desired follow-through to share the information from the workshop with the broader YALSA membership. Your taskforce and/or your presenters may want to post information to YALSA's blog, write an article for *YALS,* facilitate a YALSA webinar, etc. Post photos to YALSA's Flickr page or send them to YALSA's Communications Specialist.

Selecting Presenters

Presenters, facilitators, coaches, speakers and moderators are a critical part of a YALSA preconference. When selecting individuals to take a leadership role in the preconference, be sure to check their qualifications. Leading a session at a preconference requires a certain set of skills and not everyone is suited for this task.

Once you have selected presenters for the preconference, please share with them the learning objectives of the preconference so that they can design a session, which supports one or more of the specific goals and objectives of the preconference. Also, be sure to share and review with them the Presenter Tips (Appendix D) to ensure they know the type of presentation that is expected of them.

A balance of ideas and opinions is critical in all YALSA workshops. If inviting an author or vendor to speak, please ensure that you invite more than one author and more than one vendor. YALSA cannot promote or appear to promote only a single author or vendor, so please ensure that an array of ideas is presented so that attendees have the opportunity to hear many different perspectives. Any vendor who participates is not to use the event as an opportunity to promote his/her products or services.

All author invitations must be issued through the YALSA office. If you are interested in inviting an author to come and speak at a YALSA preconference, please contact

YALSA's Program Officer for Conferences & Events, Nichole Gilbert at ngilbert@ala.org or 1-800-545-2433 ext. 4387. Please note that publishers cover the cost of an author's appearance at a conference event. YALSA does not pay for authors' travel or compensate them for speaking at events.

Please note that ALA/YALSA does not compensate or cover conference registration costs for librarians/library workers for presenting at preconferences. There are many non-monetary benefits to presenting for YALSA. Please see "Benefits of Speaking at YALSA Programs" at the end of this guide, and be sure to share that with potential speakers.

Teen participation is encouraged, when appropriate. To identify area teens to participate in your preconference, contact YALSA's Youth Participation Coordinator. This member leader serves on the Local Arrangements Committee. More information about the purpose, benefits and logistics of incorporating teen participation in your workshop can be found at http://tinyurl.com/27dftz6.

Length of Preconference

YALSA preconferences are either a half-day or day long events. Half-day morning preconferences run from 8:30 am to 12:30 pm, and an afternoon preconference runs from 1:30 pm to 4:30 pm. Full day preconferences run from 8:30 am to 4:30 pm.

Please arrive at the event a half an hour before the event begins to assist with registering and welcoming participants and to ensure the preconference begins on time. The first half-an-hour of the event should be for registration, and the final half-an-hour should be for wrap-up and filling out of evaluation forms. Individual sessions should be between 45 minutes and an hour in length.

A sample preconference agenda is included as Appendix B to this guide.

Preconference Title & Description

- Chose a title that generates interest in the event, but which clearly articulates the purpose of the workshop. A well titled event helps librarians secure funding from their supervisor to attend.   Avoid overly cute or obscure titles. The YALSA Office may revise your content to address marketing concerns &/or space limits in printed programs.

- Include learning outcomes in the description as well as any confirmed speakers. The description should be written so that it piques the readers' interest but also that it provides key information succinctly. For ALA's printed program book, the description is limited to 75 words. A longer description for YALSA's Annual Conference page on the wiki is encouraged.

Budgeting

- All financial arrangements for YALSA preconferences are handled through the YALSA office. Any budget questions should be directed to YALSA's Program Officer for Conferences and Events, Nichole Gilbert at ngilbert@ala.org.
- Preconferences are a key source of revenue for YALSA. The YALSA office will put together a budget that ensures the organization makes at least a 10% return. Many factors go into determining net revenue. If registration is low for the event, then expenses such as AV and food may need to be scaled back. All of these logistics are handled by the YALSA Office.
- Sponsorships: if your taskforce would like to seek a sponsor to help offset certain costs, please contact YALSA's Executive Director to facilitate that. Do not contact vendors on your own. More information about seeking and obtaining sponsorships can be found in YALSA's Handbook: www.ala.org/ala/mgrps/divs/yalsa/aboutyalsa/faqsponsors_0908.cfm

Logistics

A) **Presenters** – A list of presenters is due to YALSA's Program Officer for Conferences & Events immediately following the Midwinter Meeting for the ALA Annual Conference program book. The presenter list should be updated on YALSA's wiki if any speakers are added at a later date.

B) **Handouts** – Handouts are due in the YALSA office **6 weeks before the event**. Handouts are intended to enhance or to concisely summarize the presentation, but not to duplicate the presentation. They are still popular with participants because they are a simple tool they can use to show their boss or coworkers a part of what they learned at the event. Handouts that are popular with participants include annotated bibliographies and lists of resources where they can go to learn more on the topic. As a part of its effort to be environmentally responsible, YALSA will not print a PowerPoint presentation as a handout.

C) **Catering** – YALSA's Program Officer for Conferences & Events will coordinate all catering services for all breaks and meals during a YALSA workshop.

D) **Audio/Visual** – YALSA's Program Officer for Conferences & Events will oversee the ordering of all AV equipment for a YALSA workshop. Please contact Nichole Gilbert (ngilbert@ala.org) for your AV equipment needs. **AV requests are due by October 1.** Please note: No late AV requests can be accommodated due to cost.

E) **Registration** – All registration for a YALSA workshop is handled through the ALA/YALSA offices. Registration opens in early January. On the day of the event, YALSA's Program Officer for Conferences & Events will be on hand to help check in participants.

F) **Supplies** – The YALSA office will provide all supplies (nametags, flip boards etc.) for the workshop. If you have additional needs, for instance, if you would like to offer door prizes, please contact YALSA's Program Officer for Conferences & Events.

G) **Swag** - YALSA's Program Officer for Conferences & Events will provide some basic YALSA swag for each registrant as well as anything appropriate that vendors or publishers many donate to the event.

H) **First Aid** – There is a first aid station at the convention center. YALSA's Program Officer for Conferences and Events will provide contact and location information of the station to the preconference chair when it becomes available.

I) **Internet Access –** ALA, not YALSA, determines the location of the preconference. If it is placed in the convention center, free wireless internet access should be available in the room. If it is placed at another location, free wireless internet access will probably not be available.

Publicity/Marketing

Marketing a YALSA workshop is critical for a strong turnout. It is important that you publicize the workshop to the YALSA membership. YALSA's Communications Specialist will assist you with advertising the event via YALSA's publications and web presence. Please utilize your taskforce members to market the preconference on the regional, state and local levels.

Rights & Permissions

- YALSA has the right to publish all publications, products and/or presentations created by committees or connected to committee-sponsored activities and programs. This information will be included in the "Speaker Contract," but you should convey this information to any presenters as well.
- Communicate with all presenters and let them know that they are responsible for ensuring that the content of their presentations, handouts etc. does not contain copyrighted material and that they are expected to appropriately cite sources wherever their content isn't original.

Conclusion & Evaluations

- The day should conclude with a synopsis of the goals and objectives that were covered. Participants should be encouraged to share a key skill, resource, etc. that they learned and how they will utilize in their library.
- Evaluations should be distributed near the end of the workshop. YALSA will provide a sample evaluation form for participants to provide feedback about the workshop. You can customize this, if desired. Following the workshop, YALSA's Program Officer for Continuing Education will analyze the participants' feedback and provide a report to the preconference planners summarizing the feedback.

YALSA Staff Contact Information

- YALSA Office: 1-800-545-2433 ext. 4390 or yalsa@ala.org
- Complete contact information for each staff member is at: www.ala.org/ala/mgrps/divs/yalsa/aboutyalsa/staff.cfm

Appendix A - Frequently Asked Questions

Q: What is the taskforce's planning budget for the preconference?
A: The preconference committee does not have a budget for the preconference. YALSA staff entirely handles the financials of planning a preconference. Any budget questions should be directed to Nichole Gilbert at ngilbert@ala.org.

Q: Who should I tell what food I want to order for breaks and for lunch?
A: YALSA's Program Officer for Conferences & Events will handle the choosing and ordering of food for preconference breaks and luncheons and provide the best options possible and within budget. Staff will endeavor to provide a vegetarian option.

Q: What should I do if a presenter cancels at the last minute?
A: Notify YALSA's Program Officer for Conferences & Events of the cancellation and the learning objective that needs to be covered. She will work with you to ensure the spot is filled.

Q: What should I do if there is a problem with the room, such as if it is too hot? too cold?
A: YALSA's Program Officer for Conferences & Events will be on hand at all preconference events. Any logistical requests on site should be directed to her attention.

Q: How do I ensure that there will be Wi-Fi access?
A: Unfortunately, due to cost and availability, wi-fi access can't be guaranteed. If you need an internet connection for a presenter, please make sure that request is in by the Oct. 1 deadline.

Appendix B - Sample Preconference Agenda Format*

Full Day:

8:30 – 9:00	Registration & early bird activity
9:00 – 9:10	Welcome, goal setting & housekeeping
9:10 – 9:20	Icebreaker
9:20 – 10:00	Presenter 1
10:00 – 10:45	Moderated discussion w/ Q & A
10:45 – 11:00	Break
11:00 – 12:00	Presenter 2
12:00 – 1:00	Lunch
1:00 – 2:00	Moderated discussion w/ Q & A
2:00 – 3:00	Interactive activity 1
3:00 – 3:15	Break
3:15 – 4:00	Presenter 3
4:00 – 4:30	Interactive activity 2
4:30 – 5:00	Conclusion & evaluations

Half Day:

8:30 – 9:00	Registration & early bird activity
9:00 – 9:10	Welcome, goal setting & housekeeping
9:10 – 9:20	Icebreaker
9:20 – 10:00	Presenter
10:00 – 10:45	Interactive activity
10:45 – 11:00	Break
11:00 – 12:00	Moderated discussion w Q & A
12:00 – 12:30	Conclusion activity & evaluations

*the actual agenda must include the name and title of each presenter and moderator as well as a brief description of what the activities are

Appendix C - **Benefits of Speaking at YALSA Programs**

New Opportunities: Speakers often find that participation in a YALSA program leads to
- Requests to speak at other conferences, events or workshops
- Invitations to publish
- Opportunities to do consulting work

National exposure:
- ALA and YALSA advertise conference programs in such diverse journals as *American Libraries* and *School Library Journal*, on the ALA and YALSA web site, on YALSA's blog, on YALSA's wiki, via library related discussion lists and more via articles in professional journals that follow up your presentation

Information Sharing: You will have the unique opportunity to showcase your research and/or best practices to a captive audience of young adult librarians, library media specialists, graduate students, researchers and educators from around the country.
- Speakers can display any promotional materials on a table in the back of the event room and/or can upload materials on YALSA's wiki at http://wikis.ala.org/yalsa and on ALA's wiki at http://presentations.ala.org

Networking: You will be able to network with hundreds of the most influential individuals in the field of young adult librarianship as well as thousands of library and information professionals from around the world.
- Attendance at ALA's Annual Conference ranges from about 20,000 to 28,000

Prestige: The prestige of being selected to present at a YALSA event.
- You have an opportunity to set yourself apart and enhance your credibility and stature among professionals

Personal Growth:
- Refresh and increase your personal knowledge
- Challenge yourself (and your colleagues) through lively debates and interactive sessions

Contribute to the greater good of the profession:
- Raise awareness about your passion
- Plant the seed for change and growth

Appreciation from YALSA:
- Free ticket to YALSA reception at the conference
- Letter of thanks to share with your supervisor
- Opportunity to publish a follow up article in YALSA's award winning quarterly journal or blog

Appendix D - **YALSA Presenter Tips (or how not to be a talking head)**

Understanding Adult Learners
- o Adult learners crave learning environments that engage the senses and stimulate the intellect.
- o They see learning as a means to an end, not an end in and of itself.
- o They seek to learn something they need to accomplish a goal or do their work.

Adult Learners Need
- to know **WHY to do it** (meaning how they will benefit from changing the way they currently do things)
- to know **HOW to do it**
- to **PRACTICE doing it**
- to **SHARE** what they know with other learners in the room

We Learn and Retain
- 10% of what we READ
- 20% of what we HEAR
- 30% of what we SEE
- 50% of what we SEE and HEAR
- 70% of what is DISCUSSED

The basics of your presentation
- Create a solid opener (story, comedy, hard-hitting fact)
- Develop content that is geared toward the audience. Keep the material short, applicable, interesting, and pertinent
- Plan for fun energizers several times throughout (depending on length of presentation)
- Put together brief but useful handouts
- Come up with a closer that brings it all home and provides for take-away value

If there will be Co-Presenters
- Many presentations are successful because they incorporate several perspectives, i.e., several speakers or a panel.
- Downside to this is the panel members may not know one another
- Share materials well in advance so you have appropriate segues, etc.
- Talk (if possible, meet) as many times as needed to get it flawless ahead of time!

Know Your Audience
- How many people will be in the audience? 20? 100? 200?
- Adjust along the way, if necessary. Ask for a show of hands at the opening to ascertain expertise level and comfort level with your topic.
- Establish rapport. The audience is why you're there. Let them know they're important.
- Gauge the general mood that day and make adjustments if necessary.

Deliver on Your Promise
- Read the description of how your presentation was marketed and refer back to this as you prepare your presentation.
- Tell your audience what you are going to talk about and provide a few goals and objectives for the session.
- Tell them what you have just told them. Repeat your most important points 3 times in 3 different ways.

Incorporate Interaction: "Be a guide on the side, not a sage on the stage." Strive to incorporate one interactive component for at least every two hours of lecture. Some examples:
- Case studies
- Simulations
- Small group discussions
- Use questioning techniques to stimulate thinking, challenge beliefs, probe opinions, clarify implications, and promote conclusions.
    - Be sure to allow 'wait time' after asking a question. Pause and allow for people to digest the question and choose to respond. Several seconds of silence is ok.
- Even a show of hands is a type of interaction

Vary the format: accommodates different learning styles and helps keep the audience interested
- Visual: video clips, graphs, charts, photos
- Audio: music, brief audio interview, sound effects
- Group activities: role play, discussion, hands-on, physical activity.
    - Ask learners to provide their own examples
    - Relate training to something they know
    - Ask for feedback throughout the session
    - Get their ideas and ask for their input

Start with an opener: breaks the preoccupation of the audience
- Gets their attention
- Sets the tone of the program
- Types of Openers
    - Discuss an incident that relates to the topic
    - Ask a broad question
    - Ask for a quick show of hands
    - Share something that makes them laugh
    - Make an outrageous (but not inappropriate) statement

Energize the Audience: even in a short presentation, energy can drain from the room. If you feel the energy wane, think about an energizer.
- Gets the audience moving, talking to new people, etc.
- Helps audience members bond with one another

- Types of Energizers:
    - Ask a question. Have people stand up if they are answering "Yes."
    - Ask participants to have a brief talk with someone else at their table or row on a topic you assign them (discussion could be as brief as 1 minute)
    - Pre-content quiz (can also help you gauge the audience)
    - Quick video segment
    - Ask for a volunteer
    - Ice breaker. Ask an interesting or unusual question for pairs to answer

Bring Closure to the Presentation
- Gives the audience a chance to connect the dots.
- Allows for action planning.
- Types of Closers:
    - Story. Can go back to the opening story and "close" it out.
    - Action planning. Give a charge or mission to the group.
    - Provide take-home value. Literally ask the audience, "What are three things you learned today that you can implement tomorrow?"
    - Have an actual quiz to review the material (consider giving out prizes)

Provide Great Handouts
- Keep the formatting simple and uncluttered
- Types of handouts:
    - Case studies
    - Charts, diagrams and graphs
    - Checklists
    - Annotated bibliographies

Tips for Dealing with Tough Audiences
- Turn difficult situations and comments back to the group. Allow group members to work through the situations themselves.
    - Avoid expressing personal opinions
    - NEVER argue with a participant
- If necessary, remind people to turn off their electronic devices, or ask them to leave the room if they must use them
- Appeal to their enlightened self interest (what's in it for them: how this will make their work easier, advance their career, &/or make their work more rewarding).
- Appeal to their idealism: explain the importance of the training in the context of their customers (e.g. young adults) and to their institution.
- Remember that it's ok to have fun! Be sure to use some or all of these in your presentation:
    - Humor
    - Games
    - Prizes
    - Icebreakers
    - Music

--Content adapted from a PowerPoint presentation by ASAE staff for the 2009 Great Ideas Conference