

A photograph of a large, modern theater interior. The seating area is filled with rows of blue upholstered seats with wooden armrests. The theater has a curved wooden balcony and a ceiling with many small, recessed lights. The text "Creating Winning Session Proposals" and "Sarah Michel, CSP" is overlaid in white on a dark semi-transparent background.

Creating Winning Session Proposals

Sarah Michel, CSP

Determining Content Value

People will pay for content **if** it is so **unique** they can't get it anywhere else, so **fast** they benefit from getting it **before** anyone else, or so **related** to their community that paying for it brings them **closer** to other people.

Seth Godin

Educator Jay Cross has identified three levels of adult learners and their learning needs and wants

Novice workers 1-5 years	Mature 6-10 years	Experienced 11 years or more
Directed	Self-Directed	Helping Others
Class	Discovery	Coaching
Course	Searching (Google)	Mentoring
Lecture	Trial-and-error	Storytelling
Test/Exam	Collaborating	Giving Feedback
1 Right Answer	Asking	Nurturing
Curriculum	Skimming	Modeling
Listening	Observing	Reflecting
Instructions	Conversing	Connecting

ISCTE IUL
Instituto Universitário de Lisboa

Shake Your Tail Feather



29th APPI Conference
1st May 2015

Anna P...

Start With A Killer Session Title
First Impressions Matter

The Four U's to Great Titles

- Useful
- Urgency
- Unique
- Ultra-specific



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GUILTY! GUILTY! GUILTY!

Setback for Zuma as Shaik loses all appeals

<http://www.aminstitute.com/headline/>

If the Supreme Court of Appeal (SCA) today found that Judge Sisonke's ruling in Shaik's favour was an error of law, it would be an important precedent. The SCA has consistently rejected every one of Shaik's attempts to appeal his final and two corruption convictions and sentences.

Not only did the five judges unanimously find that Shaik's grounds for appeal were without merit, but they also ruled that his corrupt relationship with former deputy president Jacob Zuma went against the very fibre of the Constitution.

Shaik heard the news with a heavy heart today. "I can't believe it," he said. "From 1996, from 1996, I.S.S. They didn't appeal anything. All the lawyers were wrong about what was going to happen."

What was extremely surprising to him was the court's denial of any appeal on his corruptly "covered" relationship with Zuma. It was a difficult decision.



SCA PRESIDENT
 Judge Ceng Hsiao

...means that corruption, with its petrifying effects, is halted."

Potentially the most controversial of Judge Sisonke's rulings in Shaik's favour and corruption trial was his decision to admit the notorious "encrypted fax" into evidence in Court 2 - and then use the document to find that Shaik had facilitated a \$200 000 bribe for Zuma from French arms company Thales.

The court's difficulty in admitting the fax revolved around the so-called "American" provisions in the Criminal Procedure Act and as the fact that neither Thales representative Aida Theillard nor Zuma were ever cross-examined about it.

In deciding to uphold Judge Sisonke's admissibility ruling on the fax, despite technical objections regarding certain observations, the SCA has effectively kept both Zuma and Thales on the hook.

Should the state elect to sue the fax in any future prosecution of Thales or Zuma, however, it will probably elect to present its evidence around the document very carefully - ... trial rights



Session Description

- Killer first sentence
- WIIFM-Focus on them not you!
- What's the benefit of the benefit?
- Make a promise
- Solve a problem/challenge they have
- CUSTOMIZE and make it relevant

Learning Objectives

- What do you want your participants to remember?
- What 3 outcomes will they walk out knowing?
- Observable & Measurable

Effective Learning Outcomes

- Focus on the outcomes of the session
- Facilitates the learning
- Focuses on the attitude, behavior or skill change

Effective Learning Outcomes

- Actively done by the participant
- Holds the speaker and the participant accountable

Participants Will Be Able to;

- Increase their sales by 50% and maintain critical partnerships.

Participants will be able to:

- Identify seven ways to improve their sales and maintain critical partnerships.



**What Will the Participants be DOING in Your Session?
How Will You Engage Them?**

Questions?

Who?/What?/When?/Where?/Why?



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