

Annual Convention
Title and Session Description Form
Due Date: Friday, January 28, 2007

Please draft a descriptive paragraph for the marketing of your session. This paragraph should be between 25 and 50 words and will be included on the convention website and print materials.

The most important question you need to answer in providing the information for your session description is putting yourself in the position of a convention attendee and asking, "What's in this session for me?"

Speaker Names (please be sure to include credentials and place of employment for each speaker. Titles are not required):

Session Title: _____

Here are some helpful tips:

1. Be descriptive. This title may be your only chance to catch the attention of attendees before they move on to the next session description.
2. Short, benefit-oriented seminar titles generally have the best "pull."
3. Using phrases like "How to" (e.g. "How to Implement HIPAA in Your Workplace," "How to Code for Optimum Reimbursement") promise practical information and perhaps, workplace solutions.
4. Other action-oriented words and phrases you might want to consider include: "Taking Charge," "Getting Results," "Developing," "Strategies," or "Getting the Most Out of."

Session Description

Please be sure to answer the following questions in your description:

1. What topic does it cover?
2. How does this topic make an impact on the workforce and/or industry?
3. Why is it important that attendees go to this particular session?

Please E-mail this information to Lisa Whitaker at lwhita@msn.com
or fax to 757-889-5282 by January 28, 2007