

6 Tips to Help Write Your OMA Conference Session Proposal

TIP 1: Pitch it Properly

- **What are you pitching?** You are pitching an idea for a session
- **Who are you pitching to?** The Conference Program Committee
- **Who is the Conference Program Committee?** The Committee is a group of individuals from across the province who bring a variety of personal and professional perspectives and experiences to the committee. They created the Call for Proposals to inspire people to propose sessions that will create a conference that explores the theme in thoughtful, practical, and challenging ways. Pay attention to it!
- **The Conference Program Committee wants to know that:**
 - You've thought about what delegates will get from your session;
 - You know how to present it well and effectively;
 - The proposed speakers are the best people to present the session;
 - You've considered who your intended audience will be;
 - You can accomplish what you want to do in the allotted time;
 - Your session will contribute to the overall conversation about the theme.

Follow the instructions! Make it easy for the Program Committee members to review your proposal.

TIP 2: Choose a Topic That Excites You and Inspires Others

- If there is something you are excited to share or discuss, that's the best place to start. Important questions to consider:
 - Has anyone else presented or written about your topic?
 - What unique perspectives or new information will you bring to the conversation?
 - Who else is out there who might want to co-present with you?

TIP 3: Collaborate for Impact!

- Invite colleagues and collaborators to co-present with you or bring together a panel that you can moderate. Multiple speakers who share diverse perspectives and experiences bring nuance to the conversation.
- Use your professional networks, but don't be afraid to reach out to someone new to invite them to collaborate with you on a session. Who is doing work that you admire? Who have you seen speak at another conference? Just ask!
- If you are presenting on a project that involves community partners, invite them to participate. Your proposal will have more credibility with the Committee when community partners can speak to the impact of the project for themselves.

TIP 4: Select a Session Type That Gives Delegates the Best Experience

- What you share in your session is important, but what delegates take away from your session is more important.
- Do you want delegates to:
 - Learn something new?
 - Develop a new skill?
 - Change their behaviour?
 - Reconsider their opinion?
 - Connect with other delegates?
- Propose a format that will make the most of having the speakers and delegates together in the same room.
- Think about the best conference sessions or learning experiences you have been part of, what made them so effective?
- There are several types of sessions suggested in the call for proposals, and the option to suggest one of your own. Be creative!

TIP 5: Session Description = Brevity + Clarity

- This is your sales pitch! Your description in the program is the only information delegates will have to make a decision about what session to attend.
- Let delegates know who this session is for and what they will get from it.

TIP 6: Understand the Review Process

- The Conference Program Committee will review all the proposals and select the ones that combine to create a cohesive program that explores the theme in engaging ways.
- The Committee may ask you to:
 - Refine your proposal
 - Collaborate with other speakers
 - Change the format of your session
 - Change the length of your session

**THE BOTTOM LINE:
Follow the Call for Proposals Closely and
Bring your Enthusiasm and Creativity!**

