

SESSION TITLE

Titles should concisely (maximum 10 words) describe the content and relevance of your presentation. They should be composed so that an attendee can quickly run their eye down a list of offerings to make selections. Remember, a good title does several things:

1. It predicts content.
2. It catches the reader's interest.
3. It reflects the tone or slant of the presentation.
4. It contains keywords that will make it easy to access by a computer search.

Session Title Examples:

What You Don't Know (About Fair Housing) Can Hurt You

Building Your Community's Social Media Ecosystem

The Big Brand Theory: Every Touchpoint Counts

Hire Right the First Time, Every Time

Using Company Culture to Build Brand Ambassadors

Mobile-First Marketing: Small Screen, Big Results

Truth or Dare: Responding to Online Reviews

Practical, Actionable Ideas for Mastering Digital Marketing

The Clipboard Is Dead—Long Live the Tablet!

High-Octane Employees Deliver Superior Results, But Where Are They?

HVAC Regulation and Application / (Trouble) Shooting Fish in a Barrel

Turning Crime-Ridden Properties into Profitable Communities

On the Road Again: Work Travel Tips