

ACCELERATING HEALTH EQUITY CONFERENCE

FOCUSING YOUR PROPOSAL

Each year, more than 250 proposals are submitted for consideration for fewer than 40 available session spots at the Accelerating Health Equity Conference. Therefore, the education committee evaluating the proposals prizes submissions that work to include key attributes. Use these five tips as a guide when developing your proposal.

5 Tips for Creating Winning Session Proposals

1 Come Up With a Creative & Clear Title

Think about your own behavior when you're attending a conference and scanning the program for a session title that grabs your attention. A catchy title stands out from the others and causes you to read more.

The same logic applies here. The title is the first impression you make on proposal reviewers. Get creative, but be clear: catch their attention, but also tell reviewers what the proposal is going to be about.

2 Liven up Your Description

Keep it conversational. Use brief, succinct and concrete sentences about what the proposed presentation will cover. Relevancy is key here. Address the "What's In It For Me?" (WIIFM) benefits of the presentation.

Remember that you're writing to an informed audience. Refrain from providing unnecessary background information. Get to the point. Where did you start? What did you do? What data do you have to show that you've made a difference? What will attendees learn and how will they be able to apply it in their communities?

3 Meet the Criteria

Submitted proposals will be evaluated according to the following criteria:

- Demonstrated impact
- Collaborative
- Application to practice/transferable
- Innovative
- Sustainable and scalable
- Relevance
- Clarity

4 Know Your Focus & Topic Area

The education committee is seeking proposals that feature leading-edge tactics, thought leadership and experts in the field in the following content areas:

- Building Authentic and Sustained Community Engagement and Partnership
- Understanding and Meeting Individuals' Health and Social Needs
- Establishing Systematic and Shared Accountability and Building Diverse Leadership and Governance
- Creating Equitable and Inclusive Workplaces
- Other emerging topics

Be sure that your proposal demonstrates clear ties to these criteria. It is the best chance for selection.

5 Engage Participants & Encourage Interaction

Lectures are the least desired presentation format.

Thought-provoking proposals that clearly define how you plan to engage the audience (and not just lecture them) are ones that rise to the top. Present an educational session, not a sales pitch.

Consider how you wish to present your session. The education committee will ultimately decide which format you will present in.