"Attention-Grabbing" Session Titles.

Only about two out of 10 people will go on to read your description. So here are some killer tips for getting the most out of your session title.

**KEEP IT SHORT.**
- Six to 10 words or less will do the trick!
- Keep it a maximum of 70 characters.

**USE PROPER WRITING STYLE.**
- Use AP Style title case (← This linked tool will do it for you!)
- No need to capitalize "to" or "with."
- Spell out "and" instead of using &.
- Use words for numbers one through nine and digits for 10+ (except for grade levels. Use Grade 1, PreK-5, Grades 3-5, etc.).

**IT’S ALL ABOUT THE DETAILS.**
Keep these questions in mind:
- What tool(s) will be explored or highlighted?
- What is the expected end result?
- What will attendees walk away with?

**MAKE IT STAND OUT.**
- Use power verbs and adjectives.
- Make it funny...or punny!
- Incorporate unique words to make it stand out.

**EXAMPLE TITLES:**
- **Six Google Tools for Formative Assessment**
  - Shows what tools will be explored and why!
- **Protocols for Running Centers Like a Boss (in Any Classroom)**
  - Attention-grabbing and shares the expected result (You'll leave with the ability to run centers better!).
- **Jamboard Templates and Tricks for Differentiation Domination**
  - Shows what tool will be explored (Jamboard), what attendees will walk away with (templates and tricks), the expected result (successful differentiation!), and uses unique words.
- **Explore Ready-to-Use K-5 STEAM Projects**
  - Shows what attendees will walk away with (ready-to-use projects!).

"Must-Attend" Session Descriptions.

Your title was awesome, so now they’re reading your description. You can seal the deal by answering one BIG attendee question: “What’s in it for me?”

**TITLE**
- Five Comprehension Strategies Proven to Boost K-5 Reading Outcomes

**SHORT DESCRIPTION**
- Reading comprehension will soar when you implement these easy-to-use, evidence-based strategies. Learn the strategies and walk away with everything you need to get started—visual tools, graphic organizers, and more.

**LONG DESCRIPTION**
- Your students’ reading comprehension growth will soar with these five easy-to-use, evidence-based comprehension strategies. Let’s look at the supporting research and data and learn the strategies by reviewing and analyzing classroom videos of them in action. We’ll leave plenty of time for Q and A and reviewing supporting materials and resources. Yes—you will walk away with everything you need to get started: visual tools, graphic organizers, and more!

**MAKE IT INTERESTING.**
- Use action verbs and active voice.
- Adjectives!
- Skip out on phrases like "In this session," "Come to this session to," "This will be a presentation about," etc.
- Talk directly to the audience. Use "you" and "your" instead of "participants" and "attendees."

**WELL DONE.**
(You nailed it, you clever educator.)