SLA 2022 Annual Conference: Source Forward
July 31 – August 2

2022 Annual Conference

"How to Create a Successful Conference Program Submission"

December 13, 2021

Janel Kinlaw, Chair and Tiffany Lopez, Past Chair
2022 Annual Conference Advisory Council

Monica Evans-Lombe
SLA, Managing Director

Janel Kinlaw
Chair, Annual Conference
Advisory Council

Tiffany Lopez
Past Chair, Annual
Conference Advisory
Council

Monica Evans-Lombe
Managing Director, SLA

![SLA — Connecting Information Professionals]

SLA 2022 Annual Conference: Source Forward

July 31st – August 2nd, 2022

Charlotte Convention Center, Charlotte, North Carolina, USA

Portions of the Live conference will be available to stream live and/or listen to the recordings.

Today's Focus

- Share the high-level planning schedule
- Explain the role of the Advisory Council
- Walk through examples of conference submissions for education sessions

2022 Annual Conference Advisory Council

Janel Kinlaw, Chair
Tiffany Lopez, Past Chair
Julie Snyder, Board Liaison
Monica Evans-Lombe, Staff Liaison
Pam Scianna, Staff Liaison
Taylor Johnson, CSLA
Jean Moats, CSLA

Lynnee Argabright, Member
Lori Bronars, Member
Jay Bhatt, Member
Neeraj Chaurasia, Member
Eugene Giudice, Member
Nabi Hasan, Member
Andrew Shimp, Member
Eric Tans, Member

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What is the role of the Annual Conference Advisory Council?

ACAC Liaisons are here to help!

2022 Annual Conference
Proposal Review and Selection Timeline

- January 10, 2022: Call for submissions—submission website opens for all education sessions

- February 22, 2022: Submission deadline for education sessions

- Mid to Late February: Proposals posted for membership to review

- February 2022: Outreach to SLA communities - community events process and guidelines for 2022

- Early to Mid March: ACAC reviews education session submissions

- March 25, 2022: Notification to submitters of education sessions of selection decisions

- April 1: Community events confirmed by SLA communities

- April: Education schedule and community events schedule to planners

- May: Full conference schedule posted

- May 10, 2022: Speakers confirmed by planners

Thank You!

- This conference is member-driven
- All education sessions are proposed by SLA communities and/or individual members
- Sessions are reviewed and selected by SLA members

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In-Person with Selected Virtual Elements

New in 2022

- Live sessions with associated pre-recorded talk
- In-person and virtual attendees networking
- Pre-recorded talks available throughout the conference for virtual attendees
- Live streaming of keynotes and plenary sessions
- COVID Protocols

Session Formats

Pre-recorded presentation with on demand viewing	Live presentation with live Q&A – theater seating	Live interactive session with live Q&A – roundtables
5-60 minutes	30, 45 or 60 minutes	45, 60 or 90 minutes

May include pre-recorded versions of presentation as well

Please note: There will be a limited number of 90-minute timeslots

Speakers Per Session	5-15 Minute Session	1 Speaker Max
	20 - 30 Minute Session	2 Speakers Max
	40 - 60 Minute Session	4 Speakers Max
	60+ Minute Session	5 Speakers Max

Please note: Exceptions can be made on a case-by-case basis

Getting Started

- Community Planners – Review your history
  - Find out from community leadership their plans and goals for 2022
  - How many sessions has your community sponsored in the past?
  - What type of sessions have worked? What type of sessions haven't worked?
  - What other communities would it make sense to partner with to co-sponsor education sessions?

- Everyone – Start with Ideas
  - Check out the topic suggestions submitted from members
  - Ask colleagues and other members for ideas on topics and speakers
  - Get creative! Education sessions can cover unique, relevant topics that appeal to a variety of interests.

Education Session Review

- What the Annual Conference Advisory Council is looking for:
  - Topical submissions with a thoughtful summary of what will be discussed and clear learning objectives for the participants
  - Sessions that offer insights applicable to a wide variety of work environments
  - Sessions that incorporate discussion of diversity, equity and inclusion
  - Complete submissions with good titles, engaging descriptions, knowledgeable speakers, identification of levels and alignment with the SLA Competencies.
  - Speakers do not have to be confirmed, but share what type of speakers (background, experience, etc) you will be approaching.

Create a Good Session Title

Aim to capture a broad audience's attention but still capture main idea of session.

If including acronyms or industry specific terms make sure to explain them more in the description.

- Tell a "secret. " "The secret to successful collaborations."
- Suggest a method for achieving a result…"How to increase funding through collaboration……"
- Lead with "Ten keys to success in…." (just make sure you have 10!)
- Promise the end of a problem…"Driving traffic to your site…"
- Speed enhancement of a solution…"The Quick way to getting staff onboard…"
- Provide the answers everyone is looking for…"What you ought to know about ….."
- Promise to improve a skillset in a short period of time…"Learn original cataloging in an hour!"
- Educate as part of the drawing in…"Recognize the 8 early warning signs…"
- Impart a level of knowledge reserved for a more experienced level…"You don't have to be a computer geek to use this online tool!"
- Offer a tutorial… "Dealing with difficult people…"

Engaging Session Descriptions

The description can include learning objectives but doesn't have to.

Remember to appeal to a broad audience and explain terms if needed.

Length should be no more than 300 words.

The last sentence of the description is just as important as the first one.

- Start with something interesting and build your focus
  - *Learn what top-performing states are doing to maximize their current collections...*
- Start with an Interesting Fact! Something your reader does not know.
  - *The bubble chart depicts a future vision of the program . . .*
- Start with a strong opinion or feeling! Let the audience know from the start what you are focusing on.
  - *Collection Development is getting harder in the digital age. Find out how . . .*
- Start with a single word or sound effect! Create a little drama.
  - *Performance, performance, performance . . .*
  - *SHHH – Listen to your customer*
- Start at the end! Your audience will wonder how you got there.
  - *Example: One-quarter of health care providers surveyed report currently using tablets, and one-third utilizing smart phones for doing business.*

Knowledgeable Speakers

- Choose great speakers
  - While you do not have to have speakers confirmed by the session submission deadline, please share details about who you are considering.
  - Consider posting on the Open Forum about your speaker opportunities in order to find SLA members who might have the experience you are looking for.
- Identify speakers that represent a diversity of perspectives on your topic
  - Industry Partners-led proposals are welcome but must include participation from clients and partners and not be a sales pitch.
- A speaker includes panelists, speakers, moderators
  - There will be a reduced registration fee to the full conference for speakers

Identify the Level

- Fundamental
  - Objective is to <u>LEARN</u>

- Intermediate
  - Objective is to learn how to <u>DO</u>

- Master Class (Advanced)
  - Objective is to learn how to <u>DIRECT</u>
  - Can also include advanced specialized skills

Align with SLA Competencies

http://www.sla.org/about-sla/competencies/

We have created short entries for the SLA Competencies so they can be used as tags for sessions:

- Information Ethics
- Organization
- Resources
- Retrieval and Analysis
- Services
- Systems and Technology

We want your selections to reflect how your session will enhance or develop their skills in one or more of these areas.

Immediate Next Steps

- Review session topic suggestions from your fellow SLA members.
- Solicit input and get ideas of topics and speakers from your community members.
- Make sure you are part of the 2022 Annual Conference Planners community on SLA Connect.
- Be on the look out for recording of this session and slides for references as well as the planners guide posted to SLA Connect.
- Partner with other communities or individuals and share ideas that appeal to the conference attendees.
- Ask questions! Post on SLA Connect, reach out to the ACAC and SLA staff at learning@sla.org

Q & A

Send additional questions to learning@sla.org