Tips for Writing a Good Conference Session Title

A good conference title is ultimately designed to attract attendees to your session, and it should reflect the session topic and type accurately. The title does so in several essential ways:

1. Creates a sense of anticipation, excitement, or curiosity about the session
2. Communicates the topic clearly and succinctly
3. Helps attendees find the sessions that will be most meaningful for them

To create a good conference session title, consider the following tips.

1. **Clear and Concise** - The title should focus on the session topic and what attendees can expect. Attendees should be able to quickly scan and understand what the session will be about.
   a. Effective title: "Creating Inclusive Learning Environments in Virtual Training"

   b. Needs Revision: "Designing Learning Environments That Are Inclusive for All Learners in Complex Organizations" (Too many words without a clear idea of what the topic is)

2. **Key Words** - Use keywords intentionally to reflect your intended audience's needs or interests and to align with your selected topic, track, and area of focus.
   a. Effective Title: "Designing Innovative Leadership Development Strategies for Remote Teams"
   b. Needs Revision: "Leadership Development in Modern Settings" (Although the key term leadership development is included, broadly, the rest of the title does not reflect the specific audience interests, and the term modern settings is too vague.)

3. **Key Takeaway** - If possible, focus on what the session's intended outcome or takeaway is.
   a. Effective Title: "Mastering Conflict Resolution Techniques for High-Performing Teams"
   b. Needs Revision: "Conflict Resolution for Teams" (This title is too general, and it doesn't provide the reader a sense of why they should attend the session.)

4. **Action Words** - Use action to make the title energetic, engaging, and dynamic to catch attendees' attention.
   a. Effective Title: "Transform Your Learning Strategy With 5 Proven Methods"
   b. Needs Revision: "Learning Strategy Techniques" (There is nothing actionable in this title; it is a flat phrase that identifies the topic only.)

When developing your session title, remember that it's the key thing that will draw attention to your session and help you stand out from other sessions, so consider having some colleagues review your session title to gauge reactions.