



Guide to Planning & Implementing a YALSA Program Session

January 2011

Table of Contents

Introduction.....	3
YALSA Program Session Goals and Objectives.....	3
Designing Effective Program Sessions.....	3
Adult Learner Resources.....	4
Presenting your program.....	4
Program Title and Description.....	5
Inviting Authors	5
Logistics.....	5
Cancelling a session.....	7
Publicity/Marketing.....	7
Travel, Housing, Registration	7
Rights & Permissions.....	7
YALSA Staff Contact Information.....	7
Appendix A – Benefits of Speaking at YALSA Programs.....	8
Appendix B – Presenter Tips.....	9

Introduction

Congratulations on being selected to present a program at ALA's Annual Conference! This planning guide is intended to help walk you through the process of planning a 90 minute program. In this guide you will find a step by step plan to building a successful program.

YALSA Program Goals and Objectives

Through its programs YALSA aims to:

- Further the continuing education of YALSA members
- Provide a forum through which YALSA members can actively learn about and participate in discussions on topics relevant to the profession
- Encourage the exchange of information and ideas and relationship building through networking
- Educate members on changes and developments in young adult librarianship

Adapted from: <http://www.interpnet.com/download/NIWmanual.pdf>

Designing an Effective Program

When planning your program, first determine who the audience is for your program. Secondly, decide what are your learning objectives. Thirdly, decide what you want your audience members to gain from the program. Whether presenting the program by yourself or with others, determine what concrete skills, programs, methods or techniques you want that audience to take away from the program.

After you've completed these first three steps, begin to design an interactive session that supports these goals and objectives. Work to include real world situations and examples in your session so that participants learn practical ideas and methods, which they can implement in their library.

When designing your program, make sure that you read the descriptor paragraph for your session and deliver on what is promised in the program descriptor. Participants choose what programs to attend based in large part on what is described in the program book, so make sure that your presentation aligns with the program descriptor.

For more information about suggested workshop activities, read "Presenter Tips" in Appendix B and please feel free to contact YALSA's Program Officer for Conferences and Events, Nichole Gilbert at ngilbert@ala.org or 1.800.545.2433 x4387.

Adult Learner Resources

The web sites listed below can assist your taskforce in its early planning stages with designing an interactive session that meets the needs of adult learners.

<http://frank.mtsu.edu/~itconf/proceed01/22.html>

<http://www.umsl.edu/services/ctl/DEID/destination2adultlearning/motivate.pdf>

http://online.rit.edu/faculty/teaching_strategies/adult_learners.cfm

ALA also provides some resources tailored to the library community through its LEARN Round Table: www.ala.org/ala/mgrps/rts/clenert/index.cfm

Presenting your program

Practice, practice, practice. Although this is simple advice, practicing your presentation is a critical component for a success program. Standing in front of an audience and presenting can be rather daunting even for the most adventurous of us. Knowing your presentation backwards and forwards and being comfortable with your supplemental material (PowerPoint ect.) will help you feel confident and present a strong program.

If you are planning on using a PowerPoint, please do not read directly from the slides. Librarians do love to read, but reading from your PowerPoint slides quickly puts your audience into a passive learning mode rather than being actively engaged in your presentation. Instead, use your PowerPoint to supplement your presentation. Keep your slides light on text and heavy on graphics. Choose high-quality graphics and a few key words that capture the idea or concept you are conveying. There are multiple websites where you can find free, high-quality graphics including, www.creativecommons.org Here are 10 quick tips to creating an effective PowerPoint presentation:

<http://www.garreynolds.com/Presentation/slides.html>

During a Question and Answer session, please repeat the question asked before you answer it. Program rooms can be large and so it can be difficult for audience members to hear one another.

Please be aware that at ALA Annual, programs are run concurrently. Conference attendees will often leave early or come late to program sessions because they are trying to see and hear as many presentations as possible. This movement of people in and out of the room, may be distracting for some presenters, so again, practice your presentation many times over so that you are comfortable with it and less likely to be distracted.

Program Title & Description

- Chose a title that generates interest in the event, but which clearly articulates the purpose of the workshop. Avoid overly cute or obscure titles. The YALSA Office may revise your content to address marketing concerns &/or space limits in printed programs. Please note that program descriptions are limited to 75 words.
- Include learning outcomes in the description as well as any confirmed speakers. The description should be written so that it piques the readers' interest but also that it provides key information succinctly.

Inviting authors

All author invitations must be issued through the YALSA office. If you are interested in inviting an author to come and speak at your program session, please contact YALSA's Program Officer for Conferences & Events, Nichole Gilbert at ngilbert@ala.org or 1-800-545-2433 ext. 4387. Please note that publishers cover the cost of an author's appearance at a conference event. YALSA does not pay for authors' travel or compensate them for speaking at events.

Logistics

Presenters

A list of presenters is due to YALSA's Program Officer for Conferences & Events immediately following the Midwinter Meeting for the ALA Annual Conference program book. The presenter list should be updated on YALSA's wiki if any speakers are added at a later date.

Room Set-Up

- Please do not change the arrangement of chairs or tables in the room. YALSA incurs a fee anytime a room set-up is changed.
- Materials for your meeting will arrive one hour prior to the start of your meeting. Since meeting rooms have multiple sessions scheduled throughout the day, materials cannot be delivered more than one hour in advance of your meeting.
- YALSA recommends that handouts are placed at the back of the meeting room. This allows participants to gather handouts without disturbing other program attendees.

Handouts

Handouts are intended to enhance or to concisely summarize the presentation, but not to duplicate the presentation. They are still popular with participants because they are a simple tool they can use to show their boss or coworkers a part of what they learned at

the event. Handouts that are popular with participants include annotated bibliographies and lists of resources where they can go to learn more on the topic. As a part of its effort to be environmentally responsible, YALSA will not print a PowerPoint presentation as a handout.

- All handouts etc. are due to YALSA's Program Officer for Conferences & Events, no later than **six weeks** before the event.
- ALA/YALSA has a space for sharing presentation related resources and materials at <http://presentations.ala.org>. Please upload your handouts to this site.

Audio/Visual

YALSA's Program Officer for Conferences & Events will oversee the ordering of all AV equipment for a YALSA workshop. Please contact Nichole Gilbert (ngilbert@ala.org) for your AV equipment needs.

- **AV requests are due by February 15.** Please note: No late AV requests can be accommodated due to cost.
- Please include any requests for audio or Internet access requests in your AV request form.
- Please do not order any additional AV on site, this is extremely costly to YALSA. Only YALSA's Program Officer for Conferences & Events has the authority to do this.
- Please note that Internet access is dependent on the conference center/hotel that your meeting takes place in. YALSA cannot guarantee Internet access for your meeting.
- If you require a laptop for your presentation, please arrange to bring your own. YALSA cannot provide laptops for presenters.

First Aid

There is a first aid station at the convention center. YALSA's Program Officer for Conferences and Events will provide contact and location information of the station to the preconference chair when it becomes available.

Internet Access

ALA, not YALSA, determines the location of the meeting room. If it is placed in the convention center, free wireless internet access should be available in the room. If it is placed at another location, free wireless internet access will probably not be available. For this reason, YALSA does not recommend live streaming of the Internet as a part of a program presentation. Please include requests for Internet access in your AV equipment request.

Canceling a session

In the event that you are not able to present your session at conference, please contact YALSA's Program Officer for Conference and Events immediately to work on finding a replacement presenter for your session.

Publicity & Marketing

YALSA will publicize Annual conference programs via YALSA's web presence. Presenters are encouraged to market their conference program on the regional and local level.

Rights & Permissions

- YALSA has the right to publish all publications, products and/or presentations created by committees or connected to committee-sponsored activities and programs.
- You are responsible for ensuring that the content of your presentation, handouts etc. does not contain copyrighted material, and you are expected to appropriately cite sources wherever your content isn't original.

Travel, Housing, Registration

Please note that ALA/YALSA does not compensate or cover travel, housing or conference registration costs for librarians/library workers for presenting at conference. There are many non-monetary benefits to presenting for YALSA. Please see "Benefits of Speaking at YALSA Programs" at the end of this guide, and be sure to share that with potential speakers.

YALSA Staff Contact Information

- YALSA Office: 1-800-545-2433 ext. 4390 or yalsa@ala.org
- Complete contact information for each staff member is at: www.ala.org/ala/mgrps/divs/yalsa/aboutyalsa/staff.cfm

Content adapted from ASAE and the Center Technology Conference and Expo 2010 Content Leader Manual. <http://www.asaecenter.org/files/Tech2010ContentLeaderManual.pdf>

Appendix A - Benefits of Speaking at YALSA Programs

New Opportunities: Speakers often find that participation in a YALSA program leads to

- Requests to speak at other conferences, events or workshops
- Invitations to publish
- Opportunities to do consulting work

Information Sharing: You will have the unique opportunity to showcase your research and/or best practices to a captive audience of young adult librarians, library media specialists, graduate students, researchers and educators from around the country.

- Speakers can display any promotional materials on a table in the back of the event room and/or can upload materials on YALSA's wiki at <http://wikis.ala.org/yalsa> and on ALA's wiki at <http://presentations.ala.org>

Networking: You will be able to network with hundreds of the most influential individuals in the field of young adult librarianship as well as thousands of library and information professionals from around the world.

- Attendance at ALA's Annual Conference ranges from about 20,000 to 28,000

Prestige: The prestige of being selected to present at a YALSA event.

- You have an opportunity to set yourself apart and enhance your credibility and stature among professionals

Personal Growth:

- Refresh and increase your personal knowledge
- Challenge yourself (and your colleagues) through lively debates and interactive sessions

Contribute to the greater good of the profession:

- Raise awareness about your passion
- Plant the seed for change and growth

Appendix B - YALSA Presenter Tips (or how not to be a talking head)

Understanding Adult Learners

- Adult learners crave learning environments that engage the senses and stimulate the intellect.
- They see learning as a means to an end, not an end in and of itself.
- They seek to learn something they need to accomplish a goal or do their work.

Adult Learners Need

- to know **WHY to do it** (meaning how they will benefit from changing the way they currently do things)
- to know **HOW to do it**
- to **PRACTICE doing it**
- to **SHARE** what they know with other learners in the room

We Learn and Retain

- 10% of what we READ
- 20% of what we HEAR
- 30% of what we SEE
- 50% of what we SEE and HEAR
- 70% of what is DISCUSSED

The basics of your presentation

- Create a solid opener (story, comedy, hard-hitting fact)
- Develop content that is geared toward the audience. Keep the material short, applicable, interesting, and pertinent
- Plan for fun energizers several times throughout (depending on length of presentation)
- Put together brief but useful handouts
- Come up with a closer that brings it all home and provides for take-away value

If there will be Co-Presenters

- Many presentations are successful because they incorporate several perspectives, i.e., several speakers or a panel.
- Downside to this is the panel members may not know one another
- Share materials well in advance so you have appropriate segues, etc.
- Talk (if possible, meet) as many times as needed to get it flawless ahead of time!

Know Your Audience

- How many people will be in the audience? 20? 100? 200?
- Adjust along the way, if necessary. Ask for a show of hands at the opening to ascertain expertise level and comfort level with your topic.

- Establish rapport. The audience is why you're there. Let them know they're important.
- Gauge the general mood that day and make adjustments if necessary.

Deliver on Your Promise

- Read the description of how your presentation was marketed and refer back to this as you prepare your presentation.
- Tell your audience what you are going to talk about and provide a few goals and objectives for the session.
- Tell them what you have just told them. Repeat your most important points 3 times in 3 different ways.

Incorporate Interaction: "Be a guide on the side, not a sage on the stage." Strive to incorporate one interactive component for at least every two hours of lecture. Some examples:

- Case studies
- Simulations
- Small group discussions
- Use questioning techniques to stimulate thinking, challenge beliefs, probe opinions, clarify implications, and promote conclusions.
 - Be sure to allow 'wait time' after asking a question. Pause and allow for people to digest the question and choose to respond. Several seconds of silence is ok.
- Even a show of hands is a type of interaction

Vary the format: accommodates different learning styles and helps keep the audience interested

- Visual: video clips, graphs, charts, photos
- Audio: music, brief audio interview, sound effects
- Group activities: role play, discussion, hands-on, physical activity.
 - Ask learners to provide their own examples
 - Relate training to something they know
 - Ask for feedback throughout the session
 - Get their ideas and ask for their input

Start with an opener: breaks the preoccupation of the audience

- Gets their attention
- Sets the tone of the program
- Types of Openers
 - Discuss an incident that relates to the topic

- Ask a broad question
- Ask for a quick show of hands
- Share something that makes them laugh
- Make an outrageous (but not inappropriate) statement

Energize the Audience: even in a short presentation, energy can drain from the room. If you feel the energy wane, think about an energizer.

- Gets the audience moving, talking to new people, etc.
- Helps audience members bond with one another
- Types of Energizers:
 - Ask a question. Have people stand up if they are answering “Yes.”
 - Ask participants to have a brief talk with someone else at their table or row on a topic you assign them (discussion could be as brief as 1 minute)
 - Pre-content quiz (can also help you gauge the audience)
 - Quick video segment
 - Ask for a volunteer
 - Ice breaker. Ask an interesting or unusual question for pairs to answer

Bring Closure to the Presentation

- Gives the audience a chance to connect the dots.
- Allows for action planning.
- Types of Closers:
 - Story. Can go back to the opening story and “close” it out.
 - Action planning. Give a charge or mission to the group.
 - Provide take-home value. Literally ask the audience, “What are three things you learned today that you can implement tomorrow?”
 - Have an actual quiz to review the material (consider giving out prizes)

Provide Great Handouts

- Keep the formatting simple and uncluttered
- Types of handouts:
 - Case studies
 - Charts, diagrams and graphs
 - Checklists
 - Annotated bibliographies

Tips for Dealing with Tough Audiences

- Turn difficult situations and comments back to the group. Allow group members to work through the situations themselves.
 - Avoid expressing personal opinions
 - NEVER argue with a participant

- If necessary, remind people to turn off their electronic devices, or ask them to leave the room if they must use them
- Appeal to their enlightened self interest (what's in it for them: how this will make their work easier, advance their career, &/or make their work more rewarding).
- Appeal to their idealism: explain the importance of the training in the context of their customers (e.g. young adults) and to their institution.
- Remember that it's ok to have fun! Be sure to use some or all of these in your presentation:
 - Humor
 - Games
 - Prizes
 - Icebreakers
 - Music

--Content adapted from a PowerPoint presentation by ASAE staff for the 2009 Great Ideas Conference