Developing Your Idea

What makes a good session?
Offer strategies and resources that not only solve challenges but also spark sales ROI. Provide compelling content, such as:

- New or surprising topics
- Ideas that challenge an existing belief
- Great basic information with a powerful new argument behind it
- Valuable time-saving tactics or takeaways
- Ideas attendees can implement immediately
- Practical knowledge tools that positively affect the organization
- Trends, governmental and business policies and/or research that indicate where businesses are going in the future and the impact on the profession.

What are some highly valued approaches to speaking?
Attendees appreciate different approaches including, but not limited to:

- **Case studies**: Bring sessions to life by putting a human face on the concepts you discuss. Learning how organizations move from defeat to triumph always resonates with attendees.
- **Hands-on application**: Sales comp and sales operations professionals are eager to try your tips and ideas while attending your session. Provide hands-on learning opportunities that will stay with attendees long after they head home.
- **Varying vantage points**: Discuss areas within the business that sales comp professionals affect, such as presenting to sales management, the board, the CEO and the employee.
- **Pitfalls to avoid**: Attendees love hearing what not to do or how other organizations learned from their mistakes.
- **Practical tactics and applications**: Give sales comp professionals tactics and applications they can implement when they return to the office.
- **Panel discussions and debates**: Multiple perspectives prepare attendees to analyze projects and issues from different angles so they can develop the best solutions. *(Note: Limit three panelists.)*
- **How-to approaches**: Show sales comp professionals how to tackle key tasks.
- **Data-driven results**: Numbers make your session credible and give attendees information they can use to support recommendations at their organizations.

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Questions to ask yourself:

- Does my session idea connect to the conference’s “Amplify Sales Success” theme? How does it contribute to and complement the theme?
- What will attendees take away from my session? Is my session aimed at attendees and developed from the standpoint of what they need to know and learn, along with what they can use back at their organizations?
- Is my session interactive and engaging?