How to Write Conference Presentation Objectives

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Session Goal

Write objectives that focus on the what you expect the participants to do at the conclusion of your conference presentation.
The End

The participants leaving the presentation will say to others who did not attend the presentation exactly what you want them to hear.
The single most important part of your presentation is the main message, which should be

1. Stated at the very beginning of the presentation
2. Mentioned at least twice during the presentation
3. the last words you mentioned at the conclusion of your presentation
It’s About Communication
Confirmation

1. Message heard by participants should be congruent with presenter’s original ideas
2. Thus, effective presentation objectives
   a. Avoid noise
   b. Be consistent
Guidelines

The type of objective will depend on the type of action the presenter will expect from the participants, for example
Avoid Noise

1. Irrelevant stories
2. Introducing new topics before closing a topic
Be Consistent

1. Use the same terminology throughout
2. Avoid changing presentation purpose in the middle of the session
Objective Characteristics

Support each with
1. Facts
2. Samples
3. Examples of how to implement
Sample Objective

The purpose of this session is to introduce a new model for effectively using social media in the workplace.
Sample Objective

The goal of this presentation is to present the three fundamental tenets of instructional design.
Sample Objective

At the conclusion of this presentation you ought to be able to apply level II evaluations for all new projects.
Advantages

1. Increased understanding
2. Increased participation
3. Increased potential for implementation
4. Better quality feedback
5. Higher evaluations
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