

## Make a Conference Booklet a Learning Tool

A conference or event booklet is a great way to share information about schedule, logistics, and people. However, it can also be a helpful learning tool. Here are five ways to do this.

1. **Use a meaningful title.** Take time to consider what your conference is really about. Make your title interesting and one that makes people curious. Using a “:” can give you more opportunity to be creative.
2. **Include a cover image.** Finding a metaphor or image that fits well with the title can help visual learners, offer an image to share at the start of each day, invite dialogue (i.e. How does this image reflect your work today?”), clarify the focus of the event, and encourage a heart response. Metaphor is a powerful tool for communicating otherwise complex thinking.
3. **Offer space to record learning and plans.** At the beginning of a conference, it is helpful to invite participants to consider what they hope to learn, who they plan to talk to, or how they commit to engage. At the end of a conference, it is important to offer time for participants to consider all they learned and write a plan for using some of it. During the event, it is wise to engage participants in the learning sessions and encourage them to note new ideas they want to remember. Whether at the start, end or middle of your conference, the event booklet is a great place to jot down thoughts. Make it a tool to use, and value.
4. **Include a few open questions or quotations.** When participants are taking a break, needing a distraction, or curious about the topic of the event, offering something to think about can be welcome. Select powerful guiding questions that are important for the entire event (i.e. How do you know they know? How do you know you know?) or questions that have people reflecting on something at that particular moment (i.e. What one thing was especially important to hear so far today?). Offering a place to jot down a response can also be helpful.

