



2019 seep
Annual Conference
**Building Resilience
through Market Systems**
October 21-23 | Arlington, Virginia

Helpful Tips to Get your Session on the #SEEP2019 Agenda

Every year for the SEEP Annual Conference, we receive many quality proposals for member-led sessions. As the review process is competitive, we put together some tips to help you in your preparations.

Before submitting your proposal to host a **Peer Learning Session**, ask yourself these questions:

1. **Will the attendees at my session learn something new and applicable?** The Advisory Committee is looking for sessions that address key learning questions with content that is fresh yet relevant to the audience.
2. **Does my session include speakers from diverse organizations, sectors and geographies?** Gathering a diverse panel of unique perspectives is essential to cultivating an insightful session. Proposals with panels representing the points of view of only one organization are not likely to be retained.
3. **Will the attendees in my session be actively engaged?** While sessions need to be informative and address key learning questions, they should also be stimulating and solicit meaningful audience participation. Avoid PowerPoint lecture-based delivery of your session.
4. **How captivating is my session title and description?** Your title and description will be the first items the Advisory Committee will review and, if selected, the first exposure prospective attendees will have to your session. Crafting a compelling title and description is one of the best tools to getting on the agenda and attracting a big audience.
5. **What makes my session stand out?** Last year we received nearly 100 Peer Learning Session submissions for just 25 spots. Be sure to align your proposal with the selection criteria as outlined in the full Request for Proposals and briefly noted here:
 - Opportunity for Learning
 - Promising Practice
 - Collection and Use of Evidence
 - Diversity of Perspectives
 - Contribution to Conference and Track Themes
 - Interactive Presentation and Audience Engagement

Before submitting your abstract to compete in the **Innovation Challenge**, ask yourself these questions:

1. **Does my innovation tackle barriers to resilience?** The innovation must be aligned with the Conference theme and specifically address at least one of the technical tracks.
2. **Would my innovation be compelling to a diverse group of practitioners?** Remember, you and four other finalists will have 7 minutes to pitch your innovation to an audience of 400+ development and humanitarian aid practitioners, government officials, donors and the private sector.
3. **Did I address scaling and promoting my innovation for wider use?** Advisory Committee reviewers need to clearly be able to visualize the trajectory of broader applicability of the innovation.
4. **Did I optimize my 500-word abstract to get my most important points across?** We know it is difficult to simplify industry-bending innovations into a 500-word abstract. Be sure to distill the most convincing arguments pertaining to the five criteria:
 - Recognition of a specific problem or challenge
 - Ideation of a creative solution or novel idea that addresses a problem or seizes an opportunity
 - Implementation that tests, adapts and evaluates the innovation
 - Diffusion of successful interventions – taking them to scale and promoting their wider use