Describing our audience.

- Who is the target audience?
- What do we think they already know?
- What do we think they need to know?
- Mostly men or women?
- National background?
- Age?
- Association membership?
- At what stage of their career do we think they are?

Our secondary audience:

CE credit approval
[What is required to provide CE for interpreters on the West Coast? - Gaucha Translations](#)

Conference approval
Follow the brief.

Learning outcomes

What is a learning outcome and why do we use them?

Learning outcomes give us a goal, something to measure at the end of the session so we can know if we met the goal.

Learning outcomes are required by interpreting certification bodies.

Write your learning outcomes first.

Next, write why these are relevant or necessary.

Then put that in a paragraph.

[Planning a Course: Learning Outcomes and Backward Design | Office of Instruction & Assessment (arizona.edu)](#)

[Bloom's Taxonomy of Learning Classification System | Teacher Support Network](#)

[Blooms Taxonomy - Best.pdf (utica.edu)](#)

[NBME_Item-Writing-Guide_R_6.pdf (gauchatranslations.com)](#)

Evaluation method

How will you verify understanding so you can reinforce what you meant to teach?

Quick questions or feedback during the session

Poll

Remember, feedback is really for you to see where you need to reinforce a concept.

It is also required by some certification boards.

Editing our writing

Take the list of learning outcomes, and make it fit the word count you are given.

You can be rejected because your word count is too high.

Bio:

Why should the audience trust you to teach them this material?

Relevant to the material you are teaching.

Show your credentials for this particular topic.

Show credentials your audience will care about.

Respect the word count!

Making this fit into a conference proposal framework

You are selling!

Final tips

Before you submit your proposal, take all the pieces of the proposal form that are online and create a Word document with all of them in one place. This will help you see the whole proposal at once.

Ask someone else for feedback on the content.

Have someone with strong English writing skills edit it for you.

Save each version with a time stamp in the name:

helenataskills20220207.doc

helenataskills20220208.doc

helenataskills20220208b.doc

helenataskillsfinal i hope.doc

helenataskillsfinal.doc