

The 2017 Houston Arts Partners Conference Presenter Best Practices

Before Your Session:

- Attend the tech check-in and make sure your PowerPoint and scheduled venue will work.
- The HAP Conference is a “bilingual” event – artists and classroom educators do not always speak the same language! Take some time to understand the latest trends, emerging values, learning objectives, and even the “buzzwords” of the educators and artists attending.
- Have you proofread your PowerPoint and all your materials? Educators receive lots of information about teaching strategies, so make sure your materials are polished and stand out.
- Make sure you have your laptop and cables to connect to the projector, as well as any materials you are including in your session to distribute.
- Don't forget your business cards!

In Your Session:

- Make sure the order of events of your session is clear, and that you stick to the schedule.
- Evidence of impact: How can you demonstrate that your strategies actually work? Is this testimony from teachers or students, either in person or on video? Data from an evaluation you conducted? Annual test scores from a campus where you worked showing an increase?
- Arts integration sessions should portray arts content and academic content/school priorities as equally weighted and demonstrate excellence in both areas.
- Demonstrating the impact of programming is important; there are a number of ways this can be done effectively. The most important is to ensure that each session has a district or campus partner who can personally speak to the impact. Quantitative data are very important but cannot stand alone. Student testimonials, anecdotes, and stories are also important.
- Be sure to distinguish between what teachers are experiencing in the session and what students would experience if a school partnered with your organization.
- Hands-On Activity: An arts education conference holds the promise of something different than a regular “sit and get” seminar. How can you engage your session attendees in an active, hands-on demonstration of your strategies?
- Brainstorm additional applications of your strategies. Where do your attendees need the most help?
- Allow time for questions.

If applicable: Make sure attendees know how to get in touch with you if they are interested in working with you or partnering with your organization.

To reach more conference attendees:

Have you considered participating as a conference sponsor? As a conference sponsor, your materials can be included in all attendee bags and you will receive attendee emails with their permission.