

TIPS FOR SUBMITTING A CLEAR AND UNDERSTANDABLE SUBMISSION

- **Choose a title that summarizes the main idea of your presentation simply and with style – and be sure to capitalize your title properly.**
 - Example: This is a Properly Formatted Session Title
- **Limit your description to less than 150 words.**
- **Write your description in the third person.**
 - Example: “Presenters will cover XYZ and ABC...” instead of “We will discuss...”
 - Refer to “attendees” instead of “you” within the description (e.g. In this session, attendees will learn to...”)
- **If you are using acronyms, please use them in the title and then spell them out only on the first usage in your description.**
 - Example: Title – An Introduction to SEO. Description – Understanding the basics of search engine optimization (SEO) will help you. . .
- **Write your description with the typical attendee in mind – make sure your writing style is compelling, but not too sales-y, and informed, yet not too academic**
- **Be sure to proofread your abstract and do your best to ensure it meets AP style guidelines.**
 - Example: Please visit <http://owl.english.purdue.edu/owl/resource/735/02/> to review AP style guidelines.
- **Complete the submission checklist on the next 2 pages to fully prepare your workshop or seminar submission.**



Please direct all submission questions to education@afci.global

WORKSHOP SUBMISSION CHECKLIST

<input type="checkbox"/>	I have reviewed the workshop rules and regulations
<input type="checkbox"/>	I have confirmed my Creativation trade show status . <i>Non-members and non-exhibiting members are required to pay a fee for workshop participation.</i>
<input type="checkbox"/>	I have determined who the primary coordinator for the workshop proposal will be and have contact information available, as well as contact information for up to 2 sponsoring companies for this workshop.
<input type="checkbox"/>	I know who the instructor and co-instructors are and have gathered their contact information to share.
<input type="checkbox"/>	I have created a session title that is 75 characters or less and includes ideas from the submission tips above.
<input type="checkbox"/>	I have developed a session description using the submission tips above.
<input type="checkbox"/>	I have decided on my ideal session length : <i>Session lengths range from 90 minutes to 2.5 hours+.</i>
<input type="checkbox"/>	I am aware if the content presented in my session appeals to attendees with a basic or advanced experience level. <i>Beginner – little to no experience</i> <i>Intermediate – moderate experience</i> <i>Advanced – expert knowledge</i>
<input type="checkbox"/>	I know which attendee demographic group are the ideal participants for this workshop <i>Options to limit attendance include a retailers-only option as well as an option to give retailers priority seating, but not prevent buyers from registering.</i>
<input type="checkbox"/>	I have gathered a list of additional supplies or tools participants should plan on bringing with them to the session. <i>All project materials and related literature must be supplied to the attendees at no charge.</i>
<input type="checkbox"/>	I have a photo of the completed project this workshop will produce, or will email education@afci.global with the timing of when such a photo will be available.
<input type="checkbox"/>	I have determined the capacity I would prefer to set for this workshop.
<input type="checkbox"/>	I have reviewed my calendar and determined date and time preferences for my session. <i>AFCI cannot guarantee placement but will take preferences into consideration</i>
<input type="checkbox"/>	I have considered electrical needs for this workshop and determined if I need to request electricity at the attendee tables.
<input type="checkbox"/>	I have determined my workshop's category <i>Categories include but are not limited to: fine arts, edible arts, home décor, jewelry making, mixed media, needlework, papercrafting, special occasion, scrapbooking, and sewing/fabric/quilt projects.</i>
<input type="checkbox"/>	I understand I can submit up to three unique submissions for consideration.

SEMINAR SUBMISSION CHECKLIST

<input type="checkbox"/>	<p>I know which Program Format my submission best fits. <i>Program formats include workshops and business presentation formats such as: seminars, panels, hands-on labs and roundtable discussions. The workshop application is separate from the business presentation application.</i></p>
<input type="checkbox"/>	<p>I have gathered my contact information to share along with short bio, headshots/company logo, and applicable website links.</p>
<input type="checkbox"/>	<p>I have created a session title that is 75 characters or less and includes ideas from the submission tips above.</p>
<input type="checkbox"/>	<p>I understand which audience(s) my submission is geared towards. <i>AFCI audiences include retailers, manufacturers and reps, designers, digital content creators, professional makers/DIYers, Educator/Demonstrators.</i></p>
<input type="checkbox"/>	<p>I have determined my session's business content area. <i>Content Focus Areas include but are not limited to: accounting, blogging, branding, digital marketing, legal, social media and more.</i></p>
<input type="checkbox"/>	<p>I am aware if the content presented in my session appeals to attendees with a basic or advanced experience level. <i>Intro/Beginner – provides overviews and first-step technical training</i> <i>Intermediate – assumes an understanding of the concepts, with growing emphasis on strategy</i> <i>Advanced – appeals to attendees looking for enhanced techniques or strategic thinking beyond the basics</i></p>
<input type="checkbox"/>	<p>I have reviewed my calendar and determined date and time preferences for my session. <i>AFCI cannot guarantee placement but will take preferences into consideration</i></p>
<input type="checkbox"/>	<p>I have developed a session description using the submission tips above.</p>
<input type="checkbox"/>	<p>I know what the audio visual needs I have to properly present this topic including microphone and projector needs. <i>AFCI cannot guarantee requests, but will do best to accommodate</i></p>
<input type="checkbox"/>	<p>I understand I can submit up to three unique submissions for consideration.</p>