



Writing Program Objectives That Meet Attendee Expectations

What: Program objectives are statements in specific terms that describe what the attendee will know or be able to do as a result of attending the program. This will assist you and your chapter in both evaluating your programs and supporting you in marketing your meetings. Additionally, this will assist in focusing your presenter(s) on what the important aspects of the presentation/program are.

Program titles should be based on use ie will the attendee know how they will be able to use the information.

SAMPLE:

Leadership Skills for Meeting Professionals could be rewritten to state Be Prepared To Lead.

Who: The presenter writes the objectives with a focus on what the attendee will learn, rather than what the presenter will do.

How: The objectives should consist of what you want the attendees to know, remember, feel and do. Presenters should have objectives written as described above and using specific action verbs such as:

- List
- Identify
- State
- Describe
- Define
- Develop
- Solve
- Compare and contrast

SAMPLE:

By participating in this program attendees will be able to:

- *Describe the 2 primary differences between being a manager and being a leader*
- *Identify 3 skill-sets that will prepare them to lead*

How to assess an objective: Ask these four questions to assure you have an objective that is correctly written.

1. Do the program objectives stem from the title or description?
2. Are the program objectives focused on the attendee?
3. Are the program objectives specific enough to be evaluated?
4. Do the program objectives utilize an action verb and identify what someone is able "to do" as a result of coming to the program?

Most chapter programs of 45 to 90 minutes in length will have two - three objectives. Full day events should have up to five objectives.

Powerful objectives ensure powerful, measurable chapter programs.