

How to Be a Workshop Wordsmith

Why does MYAN ask presenters for titles & blurbs? Workshop titles & blurbs are provided to registered participants to help them decide what workshops to take. A title/blurb is your chance to help participants understand what to expect and entice them to sign up.

Who sees the workshop titles & blurbs? Our staff, of course, but the primary audience for your title & blurb is 7th-12th grade youth and adult advisors. Keep in mind, though, that some advisors choose on behalf of the youth attendees and the youth never see the list!

What Makes a Good Title?

The 3 Cs of a Good Workshop Title

- ★ **Concise**
- ★ **Clear**
- ★ **Catchy**

How?

- **Use Alliteration.** This helps the title be catchy & memorable.
- **Play with Words.** Keeping things less formal makes your workshop sound more accessible.
- **Reference Pop Culture.** Referencing popular song titles, tv shows, trends and slang can help make your workshop sound current & relevant.
- **However, Clarity Trumps Fun!** You don't want to mislead your audience with a title that makes your workshop sound like something it's not, even if that means your title is less catchy.

What Makes a Good Blurb?

First, know up front that some readers choose workshops entirely by title, and don't fully read or process a blurb. However, there are others who read each blurb in detail to carefully decide what to sign up for.

The Rules of Blurb Bliss

- ★ **Focused.** Your blurb should be no more than 2-3 sentences (or readers will lose interest)
- ★ **Explanatory.** You want to help the reader know what to expect from your workshop.
- ★ **Motivating.** Get the reader excited about what your workshop has to offer!

How?

- **What + How + Why.** Include what your workshop is about, what skills/info people will gain, why people will benefit from that info/skill, and how you will present to or interact with participants.
- **Again—clarity trumps fun.** Catchy is great, but you don't want people who come to your workshop to feel confused because they were expecting something different!

What to Avoid in Titles & Blurbs

- ☒ **Jargon**—wording that is specific to a certain organization or field will alienate young people (and adults!) who aren't as familiar with the topic.
- ☒ **Trying too hard.** If you're trying to use "cool" language and miss the mark, that can make participants less interested.

MOST IMPORTANT STRATEGY? GET FEEDBACK!

Ask someone you work with (or someone at MYAN) for feedback on your drafts.
Bouncing ideas back & forth is a great way to come up with new & fun ideas!