

Several of you already have experience covering conferences. Here are some general tips:

Please let me know if you have any questions or need clarification.

**If you have the capability on your phone, record the session so you can refer back to it.**

Or if you have a handheld recorder, bring it with you and use it. (If you hear something that stands out, note the time on the recorder in your notes, and you can go back to it later.)

**What to capture:** Highlight three to five different points made by the panelists that caught your attention. Another way to think about it is: What are the main takeaways?

**Make sure to note who said what and their affiliation. Double check that on the web.**

I've found that the questions and answer portion of a panel is often as interesting as the presentations. **Highlight some of the interesting questions that were asked, and responses to those questions from the panelists.** (If the person asking the question identifies themselves and their affiliation, be sure to note that and include it. Also make sure to identify who responded to the question.)

Make sure to **take photos** of the speakers while they're presenting. Particularly if it's a packed session, take a photo from the front that shows how many people are there. (You could take the audience photo at the beginning of the session or after you have gathered the material you need.) For photos, you may want one of the whole panel and then individual shots of presenters as they're animated and talking.

These write ups can be short. I would say 300 to 500 words is a good length. Don't worry if it's shorter or longer. Just make sure to capture the main points.

Please make sure to send me the story in a word document as an attachment. I'll edit it and return it to you with any clarification questions, etc. for you to post along with your photos. For non-staff writers unfamiliar with posting on ACEs Connection, here's a link to our [how-tos](#)

**THIS PARAGRAPH IS ONLY FOR WRITERS WHO ARE ASSIGNED DAY OF STORIES: I need you to post your blog post on the same day as the panel, each evening of the conference. So please get the blogs to me asap and no later than 6pm at: [ludesky@acesconnection.com](mailto:ludesky@acesconnection.com).**

For some more tidbits, here's a great template ACEs Connection Founder and Publisher Jane Ellen Stevens created, which includes examples of how to structure sentences and paragraphs when you're writing about panels at a conference. It also provides examples for writing other kinds of blog posts.

## TIPS FOR POSTING ABOUT EVENTS

A blog post is a lot like a Facebook (or other social media) status: it does not have to be formal writing, in fact, a casual, personal tone and personalized story is what often serves as inspiration to others reading your post. A post about an event does not have to be long. Four or five paragraphs of one sentence each will suffice (see format below); longer posts are also fine. Including as many photos as possible, including a title image; that will draw more readers to your post.

Here are some suggestions to stimulate your thinking — but please feel free to free-write your own thoughts and inspirations in your own style.

### 1. **Content Ideas**

- **Take a photo** of the audience before or after the event to use as the title image.
- **Take a selfie** of the people who invited you and yourself to embed in the blog post.
- **Take photos of small groups** of people (two to four) and make sure you get their names and titles (best to have them write them down on a piece of paper for you). Two or three photos for an event that attracts 50 people; three or four photos for 50-100 people.
- **Below are some sentences you can copy**; be sure to complete the first two in order to give basic information about your presentation. If you're drawing a blank about what else to write, completing even the remaining two sentences for your event would make a complete and informative blog post. If you're feeling inspired, add any other relevant information.

### **Sample Sentences**

1A. **(WORKSHOP)** XX people gathered to [learn about ACEs science 101] at [NAME OF EVENT] on the [MORNING/ AFTERNOON/ EVENING] OF [MONTH XX, XXXX] at [PLACE OF PRESENTATION] in [NAME OF NEIGHBORHOOD/TOWN]. The workshop was sponsored by [NAME OF ORGANIZATION].

OR 1B. **(PRESENTATION BY INDIVIDUAL AT A CONFERENCE)** We aren't yet paying enough attention to racism and diversity said RYSE co-founder Kanwarpal Dhaliwal when she addressed the 100 people who convened for at [NAME OF EVENT] on the [MORNING/ AFTERNOON/ EVENING] OF [MONTH XX, XXXX] at [PLACE OF PRESENTATION] in [NAME OF NEIGHBORHOOD/TOWN]. "Just look around this room," she said. "How many people of color do you see?"

OR 1C. **(PANEL)** If a McDonald's can become trauma-informed, any business can, said [NAME, TITLE, NAME OF ORGANIZATION, LOCATION OF ORGANIZATION]. [NAME] was

one of [NUMBER OF] panelists who addressed [NAME OF PANEL] at the [NAME OF EVENT] on the [MORNING/ AFTERNOON/ EVENING] OF [MONTH XX, XXXX] at [PLACE OF PRESENTATION] in [NAME OF NEIGHBORHOOD/TOWN]. The workshop was sponsored by [NAME OF ORGANIZATION].

2. [THE NAME OF THE SPONSORING ORGANIZATION] wanted to [REASON FOR EVENT....learn about trauma-informed and resilience-building practice based on ACEs science OR WHATEVER THE GOAL WAS...HOPEFULLY IT INCLUDES ACES SCIENCE OF SOME SORT] because [GET QUOTE FROM REPRESENTATIVE ABOUT WHY].

3. [OPTIONAL] A sentence about next steps, if there are any. e.g., The [NAME OF ORGANIZATION REPRESENTATIVE] said they're interested in having more people in their [COMPANY/CLINIC/SCHOOL] learn more about ACEs science and will plan another presentation. OR The [NAME OF ORGANIZATION REPRESENTATIVE] said they're interested in becoming a trauma-informed [SCHOOL/CLINIC/ETC] and will join [NAME OF LOCAL ACES INITIATIVE] to learn more.

4. [OPTIONAL] Quote from one of the attendees. For example: "This makes so much sense," said [NAME OF PERSON, TITLE (IF HAVE ONE), NAME OF ORGANIZATION WORK AT OR OTHER ROLES...parent, community advocate, etc.]. "Now this explains so much of what I see in the homeless shelter." AND/OR WHAT THEY PLAN ON DOING WITH THIS INFORMATION.

## 1. **Posting Your Blog**

- Copy and post to your community site. [Here's how](#).
- Remember to [add title image and embed photos](#). And ID the people pictured in a caption.
- This process will take 5-20 minutes.