



Calling for Revolutionary Breakout Session Ideas!

Planning guide for breakout session proposals for the Fall 2014 Communications Network Conference Philadelphia, Oct. 8-10

Be Part of the Communications Revolution! What “Cool and Revolutionary Ideas, Projects, Tools and Other Stuff” Do You Have to Share?

What was the Declaration of Independence, if not one of the world’s first great communications tactics? Brilliantly written, with a clear audience and strategic purpose, it set the tone for a revolution and an idea of nationhood.

Can you do as well? We think you can! Join the open call for breakthrough breakout sessions, centered on the theme of “Cool and Revolutionary Ideas, Projects, Tools and Other Stuff (that hath worked really well for you, and which you’d like to share with your compatriots).” What approaches and ideas have revolutionized your work in the last year? Declare them to us for full and proper consideration!

Your breakthrough breakouts need to have the following ingredients:

- **A session sponsor** (the person with whom Communications Network folks will be in regular contact to make sure that the session doesn’t suck and that the presenters’ needs are met on logistics and audiovisuals).
- **A list of all the folks who will have the responsibility of sharing the cool idea with the audience and taking lots of questions.** (Several presenter lists got mighty long last year. We at the Network do not think this is a good idea, unless you are some sort of ninja-level time management master.)
- **A two-paragraph description** that will cover a) what the idea is; b) why it’s relevant to an audience of large and small foundations and nonprofit organizations; and c) proposed format of the session, so we know how the audience will feel engaged and inspired and also have the opportunity to get a question or a word in edgewise.

- **(Aside: Ideas about ideas)** The Little Message Platform That Could. The Analytics That Made My Board Understand Social Media. The Prettiest Data Visualization Ever. Actual Communications for Real Policy Change. Bill of Rights and Wrongs in Handling a Crisis.
- **A real-live representative from a foundation or a nonprofit** as part of your session, because otherwise, you will be mercilessly pummeled by the Network's diehards for pitching your business (not that there's anything *wrong* with that, in settings other than the conference).
- **BONUS:** if you can send along any type of video snippet of any of the proposed presenters, that would be so amazing, because we don't always know whether you have the right sort of energy to organize and lead a session in front of the Network's oh-so-discerning audience. The Network Board—and, we hope, our new Executive Director—will be combing through all of the session proposals and related materials and picking the ones we think make up the best program of breakouts, aiming for 12-15 sessions total. If you don't have video, someone from the Network Board may follow up with you to schedule a Skype or conference call.

Email your proposals to info@comnetwork.org no later than **May 30, 2014**.