

Increasing Relevance and Attendance

Including attendees with different practices

Expose Gaps in Knowledge

- How is your presentation different from all of the others on this subject?
- What are gaps in care based on data and misconceptions?
- What data is related to each of UNCLCN's demographics?

Increasing Relevance

- **Address All Credit Types** – Not all attendees seek the same type of CE credit
- **Identify Crossover** – How can your content be made relevant to other attendees?
- **Include Crossover** – Inform other attendees how this information is relevant to them
- **Increasing Significance** – These attendees will be more confident in bridging that gap

Stages of Adoption

How can you use your presentation to move attendees from Pre-Contemplation through to Action and/or Maintenance?

- **Pre-Contemplation** – Unaware of behavior or need for change; not planning to make change
- **Contemplation** – Thinking about change; seeking support and information
- **Preparation** – Planning to make change; gathering confidence and resources
- **Action** – Taking positive steps to make change and putting ideas into practice
- **Maintenance** – Achieving results and behavior becomes part of daily life

Titles that Catch Attention

- **Keep it Short** – People won't read long titles
- **Be Provocative** – Catchy titles get attention, but keep it short
- **Make it Relevant** – People want to know why it matters, but keep it short
- **Utilize the Description** – Consider putting more information into the webinar description so as to keep the title short