



North American Snow Conference Education Session Formats

Please review the options below for the type and length of format you may select. APWA offers 5 different formats to ensure dynamic education sessions.

1. Education Session: (50 minutes)

50 minute education sessions may be delivered by a single speaker or a panel consisting of 2-3 speakers. The content includes best practices, how to's, case studies, insightful stories, emerging trends and technologies, new perspectives, etc.

2. Education Session: (75 minutes)

75 minute education sessions may be delivered by a single speaker or a panel consisting of 3-5 speakers. The content includes best practices, how to's, case studies, insightful stories, emerging trends and technologies, new perspectives, etc.

3. Thought Leader Presentations: (20 minutes each presenter)

Thought Leader presentations will be done in the manner of Ted Talks. We'll set aside a room where a series of speakers will share an inspiring story or an insight into emerging trends, or a leadership perspective. Each speaker will get no more than 20 minutes, then you must move along for the next speaker to set up. We'll allow you to use slides, but keep them at a minimum and don't rely on slides to tell your story.

4. Innovation Trends Presentations: (20 minutes each presenter)

Innovation Trends presentations will be done in the manner of Ted Talks. We'll set aside a room where a series of speakers will share information about innovative solutions, technologies, and trends. Each speaker will get no more than 20 minutes, then you must move along for the next speaker to set up. We'll allow you to use slides, but keep them at a minimum and don't rely on slides to tell your story.

5. Workshop: (120 minutes)

The workshop format is for topics that need a deeper dive than a shorter timeframe can provide. They usually delve into a particular concept or teach a specific skill. They may include demos or provide exercises so participants may practice what they are learning. Workshops are usually approximate 2 hours (120 minutes) in length, depending of the timeframes available during the overall conference.