



How to Write an 8-Hour (By Invitation Only) ESP Conference Workshop Description

WORKSHOP TITLE

- is short and concise (**100** characters (not words) or less: including spaces and punctuation)
- accurately summarizes the workshop content and captures the audience's attention

WORKSHOP DESCRIPTION

- is brief (**1,000** characters (not words) or less: including spaces and punctuation) but descriptive
- is aligned to the [NEA Strategic Framework](#), [NEA ESP PGC Universal Standard and Level](#), and [NEA Leadership Competency and Level](#)
- accurately reflects the workshop's learning objectives
- includes information on key takeaways for ESPs that are tangible and useful
- clearly states which ESP careers or educational level (such as higher-ed) is the audience IF the workshop is not for all careers and all education levels

Need to count characters in your description?
Visit <https://wordcounter.net/character-count>

Example

ESP Bill of Rights and RESPECT

Is your local or state affiliate ready to engage ESP members to organize for the issues most important to them? Whether you live in a bargaining or non-bargaining state, an ESP Bill of Rights is a strategic tool to engage members, create a sense of belonging, and build power for the union. In this session, you will learn how NEA affiliate members, staff, and leaders from Massachusetts, Maryland, and Illinois have built a strategic Bill of Rights/RESPECT campaign to increase ESP visibility, rights, and respect across their states, and the successes and challenges they have faced in the process. You will also learn how to build your own campaign from the ground up, organize through one-on-one conversations, and tap into resources and strategies to support your work.