

Conference Faculty Best Practices

Prepare with Purpose. Engage with Intention. Extend the Impact.

Thank you for sharing your knowledge, experience, and leadership with participants at The Outcomes Conference 2027. Your teaching session is an opportunity to equip Christian nonprofit leaders with practical knowledge, encourage meaningful connections, and inspire action beyond the conference.

CLA welcomes your expertise, creativity, and teaching style. These recommendations are designed to make preparation simple and executable—not to prescribe one presentation method. Please follow the current administrative guidance on the Faculty Information page.

See all Outcomes Conference 2027 Learning Experiences here:
https://christianleadershipalliance.org/outcomes-conference-2027/outcomes-learning-experiences-2027/

BEFORE THE CONFERENCE

Prepare. Promote. Connect.

1. Start with the Faculty Information Page.

After acceptance, review and bookmark the official Faculty Information page as your primary source for deadlines, registration, preparation instructions, and updates. Check it before contacting staff, but CLA is happy to help if additional clarification is needed.

christianleadershipalliance.org/outcomes-conference-2027/faculty-information-2027/

BE SURE TO REGISTER AT THE $299 FACULTY RATE BY DEC. 5, 2026.

2. Know Your Audience.

Prepare for Christian nonprofit and ministry leaders with different responsibilities, organization sizes, budgets, and experience levels. They seek practical, actionable ideas that they can apply in their organizations right away. Our audiences also desire opportunity to engage during the teaching session. Honor your approved teaching topic and learning objectives. Also, ensure that you teach your chosen educational level: Basic, Intermediate or Advanced.

3. Share Resources For The Conference App.

Please submit a one-page PDF session overview by March 12, 2027 to Donna Bostick: donna.bostick@christianleadershipalliance.org. One page is preferred, with flexibility for additional content when it helps attendees. (Limit your PDF to 3 pages or fewer.) Your session overview PDF should complement your presentation. It can include an outline/overview, along with key takeaways for attendees. It can provide additional information, including links to recommended resources for further exploration. Simple, useful resources are welcome.

Consider including:

- Workshop title, presenter name(s), and the three learning objectives or key takeaways
- Practical applications, reflection questions, tools, or a next step
- Professional contact information, website, or QR code for further learning

*CLA makes submitted PDFs available digitally through the Cvent conference app; CLA does not print handouts. Faculty may bring their own printed copies if desired. Presentation uploads will also be available when the app feature opens.

4. Download and Engage on the Conference App.

We also encourage you to download the conference app when you receive a pre-conference email on how to do so. Then engage on the app. You can add updates, and connect with attendees inside the app.

5. Create Your PowerPoint Slide Deck

In January 2027 CLA will provide you with an Outcomes Conference 2027 “RENEW” PowerPoint Slide deck template. We encourage you to use that template to create your PowerPoint slides. Alternately you can put the template slides at start/end of your slide deck.

6. Prepare Your Technology.

CLA provides a projector, screen, branded PowerPoint template, and an assigned workshop moderator. Bring your own laptop, necessary adapters, and a backup of your presentation on an external drive. CLA does not provide or allow filming or recording of conference classroom learning experiences as this distracts from the learning experience. Our teaching sessions are solely “live” experiences for our in-person attendees.

7. Promote Your Workshop.

Use your own professional networks, organizational channels, and social media to share your session title, its value, and an invitation to attend. Tag Christian Leadership Alliance and use #Outcomes27. Faculty who are also exhibitors or sponsors may mention both their exhibit space and workshop in their single permitted pre-conference attendee-list email, subject to CLA’s list-use rules.

8. Plan Your Conference Experience.

When available, also review the conference's "Everything You Need to Know" page for hotel, parking, shuttle/transportation details, and other attendee logistics. Use these two pages as your go-to resources.

NOTE: Changes to Your Conference Learning Experience/Faculty

Christian Leadership Alliance requests that you make **no changes** to your approved conference **learning experience description**, and that you teach your session to meet the three key take-aways noted in your description.

Contact CLA immediately if you need to cancel your faculty registration (refund deadline, minus processing fee, is Feb. 5, 2027.) After that date, we will not be able to issue refunds. For faculty, if you must cancel we would like to explore if another presenter from your organization can teach your session. We can transfer your registration to that individual. But please alert CLA on any such changes: CLALearning@christianleadershipalliance.org.

For Alliance workshops there is a maximum of two presenters. *If you plan to add a co-presenter not currently listed, please let us know by no later than Feb. 5, 2027. We will need their name/title/organization/email.*

DURING THE CONFERENCE

Engage. Equip. Inspire.

1. Arrive Early and Meet Your Moderator

Arrive at your assigned room 10–15 minutes before the session. Introduce yourself to the moderator, connect and test your laptop, and coordinate the workshop opening. The moderator can assist with technology or room needs like temperature/seating, etc. The moderator will introduce you (Name/Title/Org.) and deliver a brief Workshop Track sponsor acknowledgment as well as guidance to attendees on submitting an evaluation of your teaching session in the conference App. The moderator will also share with attendees how those receiving CPE credits for your teaching session must sign in with the moderator.

2. Share More About Yourself / Co-Presenter

Share more about your bio, work and relevant experience so attendees know who is teaching and why the topic matters. Do the same for your co-presenter (if applicable.) Keep this introduction concise; avoid an organizational infomercial.

3. Be Educational Rather Than Promotional

Your teaching session must be educational rather than promotional. **(CLA monitors session evaluations for comments that indicate a teaching session was promotional, and oriented toward sales/marketing rather than teaching.)* However, CLA embraces the win-win post-conference relationships that can develop when a presenter teaches well.

4. Invite Participation

Engage participants early and throughout the 90 minutes using approaches suited to your content and style: questions, small-group conversation, a case study, reflection, or practice. Make space for different perspectives and levels of experience. *You might consider a 2/3rds rule: 2/3rds of the time teaching content, and 1/3 of the time in interactive learning/dialogue with attendees. Your exact time allotment for interactive participation is up to you, but sessions without a healthy dose of interactive participation typically receive lower evaluation scores.*

5. Make Learning Actionable

Connect the workshop to real leadership challenges. Reinforce your three objectives with practical tools or examples and invite each attendee to identify one step to try within seven days of returning home. At CLA we are passionate about learning experiences that go beyond theory to offer practical, real-world, application for our attendees.

6. Honor the Schedule

It is imperative to teach your full 90-minute session. Plan time for teaching, interaction, questions, and a clear conclusion within the 90-minute session. Coordinate roles with your co-presenter if you have one, and finish on time (but not too early).

7. Encourage Evaluations

At the end of the session, remind attendees to complete the evaluation for your teaching session in the Cvent app. Feedback helps strengthen future learning experiences.

8. Offer an Easy Way to Connect

CLA wants your teaching session to be a win-win experience, and while it is imperative that it not be promotional in nature, we are pleased when ongoing, mutually beneficial professional relationships occur. The primary way that faculty can do that is to provide all attendees with an email where they can follow-up with you post-conference. (You can offer them additional educational resources if they reach out to you.) Sometimes, attendees request your PowerPoint slides. It is up to you if you want to share those, but if you do, you can ask attendees to email you post-event to receive those. *(*Please do not send your PowerPoint slides to CLA as CLA does not distribute or post session PowerPoint slides in the conference App.).*

AFTER THE CONFERENCE

Follow Up. Encourage. Extend the Impact.

1. Follow Through With Those Who Reach out Post-Event.

You will have provided your email address to attendees, and follow-up with those who reach out post-event. We have found that faculty who offer additional educational resources to attendees' post-event have had a great experience in building ongoing relationships. Thank interested attendees, send promised materials, answer questions, or continue a relevant conversation. *Note: A request for follow-up resources is not permission to subscribe someone to ongoing marketing emails unless they agree to be added.*

2. Encourage Application.

Invite participants who follow-up to reflect on the practical steps they plan to take. A simple question such as “What is one idea from our teaching session you have started putting into practice?” can keep learning moving.

3. Share Experience.

Consider a post-conference social media message thanking participants and sharing an insight from your workshop. Tag Christian Leadership Alliance and use #Outcomes27.

4. Reflect and Grow.

Consider what worked, what sparked discussion, and what you would adjust. Available workshop evaluation comments can be requested from CLA after the conference; low response counts should be interpreted cautiously.

Respect Attendee Preferences.

At the Outcomes Conference attendees select which teaching sessions they want to attend, and only for our CEO Forum is there a pre-registration requirement. Therefore, the Alliance cannot provide faculty with teaching session specific attendee lists. Any Outcomes Conference attendee list shared with eligible exhibitors or sponsors includes only contacts who opted in during registration and is governed by strict use restrictions: one permitted pre-conference email, with no automatic addition to newsletters or ongoing campaigns. CLA’s texting service is also opt-in/opt-out and is not a faculty contact list. Relationship building is encouraged within CLA’s established communication guidelines.

A Final Word

Your conference teaching session (workshop/intensive/roundtable/forum) is more than a presentation. It is an opportunity to equip leaders, build relationships, and create impact that continues long after the conference. Prepare thoughtfully. Teach generously. Engage intentionally. Follow up meaningfully.

Thank you for serving as Outcomes Conference faculty!

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