

Writing Guidelines for Annual Meeting Handouts

Annual Meeting handouts are meant to complement session content. Conference attendees use the handouts as a way to capture the major issues addressed in a session. Many are unable to attend all sessions of interest to them, so some use the handouts as a way to extend the value of their Annual Meeting experience.

Distribution

Handouts are available to conference attendees onsite and on the Alliance's website for a period of time following the meeting. After this period, materials may be sought out by Alliance staff for inclusion in its online Resource Library.

Inclusion in the Resource Library

Handouts meeting the following criteria may be sought out for inclusion in the Alliance's Resource Library:

- Current
- Accurate
- Useful
- Meaningful apart from the presentation
- Articulate
- Reflective of national standards and best practices

By including strong handouts in the library, session content will be available beyond the Annual Meeting and to the Alliance's broader membership. Inclusion in the library will position the handout author(s) as subject matter experts. Handouts will credit the authors and include their institutions and, if appropriate, their Professional Network affiliation. The Alliance will secure permission to use and distribute the content through the Resource Library through an author's agreement form.

Suggested Types of Session Handouts

Handouts can vary in format, scope and length. Here are some suggestions for types of session handouts.

Case Study/Planning Documents

These materials explain how an organization specifically approached a project or a process. Here is an example from the 2013 AAM Annual Meeting:

- [Social Media Case Study](#)

Guides/Toolkits

Case studies are specific; guides and toolkits offer broader guidance for approaching a project or process. Here is an example from the 2013 AAM Annual Meeting:

- [Interpreting Balance Sheets: What Do They Really Tell You?](#)

Checklist or Tips

These are lists of top-level, general tips or steps needed to complete a process or project. They can be sequential or non-sequential. Here is an example from the 2013 AAM Annual Meeting:

- [Capital Campaign Clinic](#)

Worksheets

These are activities or tasks that are part of a larger process or a project. For instance, for a session on growing a museum's membership base, an Excel template that tracks demographic change in a community could be included. Here is an example from the 2013 AAM Annual Meeting:

- [Green Exhibit Checklist](#)