**“Purpose, Objectives and Benefits” (POB)**

**Conference Session Goal/Objective Worksheet**

Developing the “Purpose, Objectives and Benefits” (POB) statement

Answer the following questions to begin developing your session.

1. What is your topic?
2. Who is your audience?
3. What is the PURPOSE? (Why are you conducting this session? What do you want people to learn? What is the main goal?)
4. What are the OBJECTIVES? (What will the audience be able to do/know at the end of the session? Write this from the learner’s point of view. Try starting with an action verb.) Participation in the session will…
5. What are the BENEFITS to the attendees?
6. Create a POB statement

Purpose:

Objectives:

Benefits:

**Example:**

Purpose: To prepare you to develop your own workshop and present effectively.

Objectives: This workshop will give you the tools to effectively:

* develop a workshop idea.
* navigate the logistics of running a workshop.
* present effectively.

Benefits: Participation in this workshop will help you to:

* create a workshop from scratch.
* build confidence in your presentation skills.

