

Sessions

ProductCamp Minnesota is completely different from most conferences you've considered attending. Everyone participates and contributes to the success of the event, right down to creating, presenting and leading the sessions themselves!

On the morning of the event, each participant will be asked to vote for 3 sessions that he or she would like to attend. The sessions with the most votes will be scheduled into rooms and everyone will fly off to their favorite sessions!

It's exciting and unique, and it works because of you!

How to Propose a Session

Proposing a session is easy. Just click over to the [proposal form](#) and fill it in. Easy!

Session Formats

While there is no limit to the types of sessions you can offer or will see at ProductCamp Minnesota, there are a few formats that sessions can typically be grouped into. Remember, you can choose any format you like and you aren't limited to the formats discussed here. This list is intended to help you come up with creative ideas, not to constrain you!

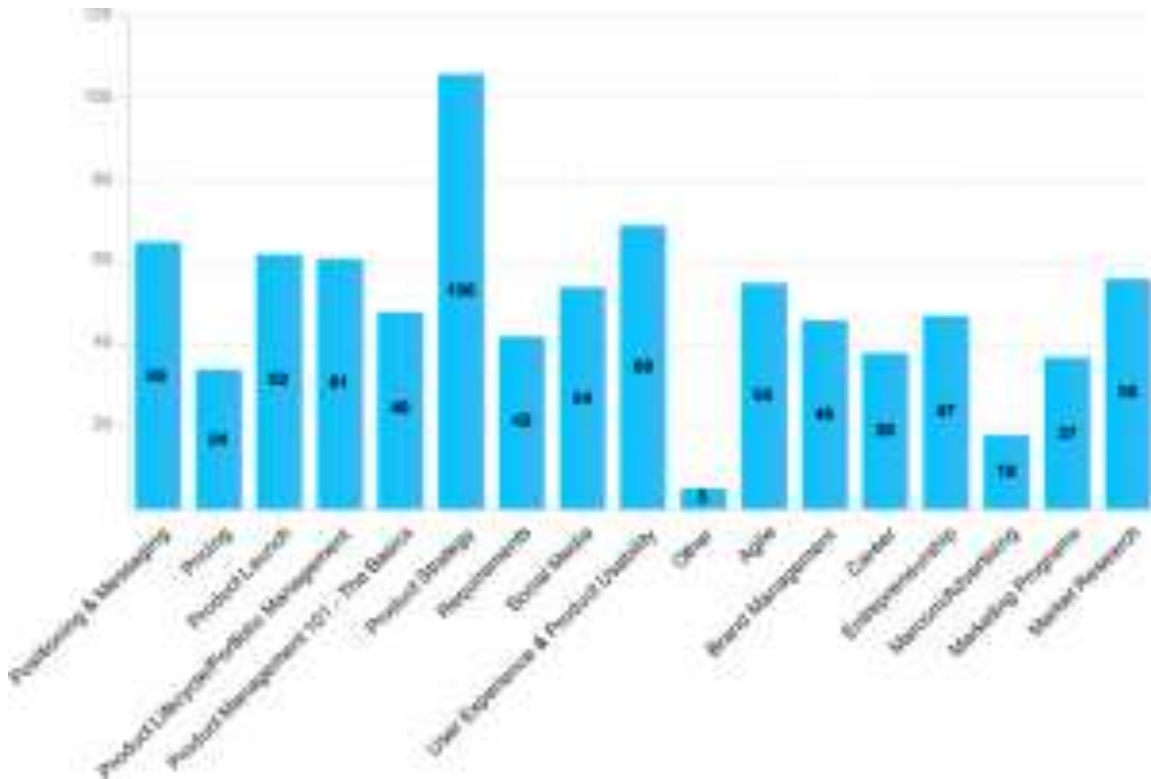
- **Panel Discussion** - This popular format is usually led by a moderator and a panel of 3-5 topical experts. The panelists may or may not give an opening statement on the session topic, but the majority of the session is a Q&A facilitated by the moderator, using a combination of prepared questions and impromptu questions from the audience. The most successful panel discussions have a well defined topic, and rely heavily on audience questions.
- **Presentation** - While ProductCampers tend to avoid traditional one-way "talking head" presentations, good speakers and experts can pull them off and deliver extremely successful sessions. If you are considering offering a session in this format, we suggest strongly considering whether another format might be a more engaging way to create an ongoing discussion in your topic area. If your topic really needs a traditional presentation, bring it on!
- **Roundtable** - This format can take many shapes, but in general, participants break up into smaller discussion groups focused on a specific topic or topic area, and then present or discuss their findings with the group at the end. A moderator typically floats from table to table to help stimulate the discussion or contribute expertise and perspective.
- **Town Hall** - A popular update to the less interactive "Presentation" format, the Town Hall typically leads with a brief presentation (15 -20 minutes) on a specific

topic area and then transitions into an open discussion encouraging input, conversation and even debate from all participants. Town Hall sessions are consistently among the most popular ProductCamp sessions!

- **Workshop** - In a workshop, the session leader introduces a topic or concept and the participants actively participate in an exercise to reinforce those concepts. Workshop participants generally leave the session with a strong grasp of the topic area and have an opportunity to apply their new knowledge immediately. If proposing this session, make sure your description includes details about the expected outcome of the workshop!

Session Topic Areas

As part of our registration process last year, we asked participants what types of sessions they'd like to see and participate in. If you are looking for inspiration, take a look at the chart below to see how many people have already said they'd be interested in seeing a session on a specific topic.



This chart shows current session preferences as listed by ProductCamp Registrants.

Guidelines for a Great Session

Leading a session at ProductCamp Minnesota is a great way to meet people, improve your presentation skills and demonstrate your leadership and expertise. It's also a great opportunity to do something new, and we guarantee it's an experience you won't forget!

So if you are considering stepping up and leading a discussion among your own peers, allow us to offer you some things to consider as you plan your session. Over the last two years, thousands of professionals have participated in ProductCamps around the world. We've all learned a lot about what works well, and some pitfalls to avoid.

What people love:

- Interactive discussions
- Active participation
- Real-world anecdotes and stories
- Group problem solving
- Roundtables and town halls

What people dislike:

- Sales pitches
- Holding questions until the end
- *Excessive* slideware (keep slides limited and relevant)
- Sessions that don't follow the stated topic/format

What to Bring:

- Any presentation materials you need
- Projectors will be provided in all the rooms, but you will need to bring your own laptop
- **NOTE: I say this every year, but someone always misses it! If you are using a Macbook, you must bring your own display adapter. The projectors have VGA connectors which are not directly compatible with Apple laptops.**
- Business Cards!

What to do:

- Arrive early. I recommend arriving at 8 AM to register.
- Promote your session! You'll want to network in the pre-function area where voting is taking place so that you can answer questions about your session and solicit votes.