

PEAK2026 Session Naming Guidelines

Your goal in crafting a title is to get someone to take two actions: click through to read what your session is about, and then to add your session to their agenda. Here are a few guidelines for capturing the attention of a potential attendee and encouraging them to make your session a must-do part of their day.

- **Keep your title short and simple.** Your event is going to display in a variety of places across PEAK's communication channels. Titles that are no more than 75 characters should display well across all our communication channels and ensure that visibility for your event doesn't (literally) get cut short.
- **Get to the heart of what your session is about.** One approach is to state what attendees will learn or frame the session as a how-to. Another approach is to simply declare the topic to be discussed.
- **Use verbs.** Giving a sense of the action that an attendee can take using the knowledge gained from your session is another tactic you can use to encourage someone to add your session to their schedule.
- **Use headline style.** Capitalize all major words (nouns, verbs, adjectives) and words that are four or more characters in length.

Here are a few examples that illustrate the approaches used above:

- Embracing Transformative Leadership as Grants Managers
- Reigniting Your Career Spark by Owning Your Gifts
- Advocating for Yourself and Your Department
- How Organizations Can Drive Innovation Through Equitable Operations
- How to Navigate Conflicting Community Feedback

Session Description Guidelines

Keep the descriptions short. Remember that attendees will be reading the entire PEAK2026 agenda on their phones or electronic device of choice. Descriptions should be no more than 150 words. This ensures that they are easily consumable across the majority of electronic devices and that they won't exhaust a reader who is consuming a lot of PEAK2026 content in addition to all other content pushed out to them via their device. Also please include a set of learning objectives using the language and format below. Use as many bullet items as you need. The list of learning objectives counts toward the 150-word limit.

By attending this session, participants will deepen their knowledge in the following areas:

- Learning objective 1
- Learning objective 2
- Learning objective 3

Begin with the “why” of your session. The first two sentences of your description are your most valuable real estate. Consider how you want to hook your reader into reading more about your session and then actually attending your session. There are a number of approaches you can take. For example, you can open with language that answers the question of what an attendee will learn. Like with crafting a session name, opening with verbs can help to create a sense of urgency for someone to attend your session. Another approach is to open with a statement of fact followed by a question that introduces an area of exploration—and you use the rest of your description to explain how your session responds to that question.

Add the vital details. The rest of the description is perfect space to add context, details, and more nuanced learning objectives that—once you’ve engaged a reader with a whiz-bang opener—provides a richer understanding of why your session is a can’t-miss event.

Avoid acronyms and initialisms. Acronyms and initialisms are helpful in crafting streamlined text, but you can’t assume that they can be instantly understood—and understood in the same way that you understand them. Introducing an acronym or initialism (i.e., writing out the full, formal name of something and following it with the acronym or initialism in parentheses) ensures clarity if you do choose to use them.

Do a quick fact check. If your event description includes information such as the name of an individual or organization, the title of a publication, or the name of a PEAK peer group, please double check to make sure that the names and titles are correct.

Remember the copy editor. Your description may be reviewed by a PEAK staff member for clarity, conciseness, grammar, alignment with PEAK’s style guide, and, if relevant, framing around PEAK’s intellectual property. You will be alerted to any changes to your description and will have an opportunity to discuss changes with a PEAK staff member.

Here are a few examples of session descriptions from a previous PEAK convening that illustrate these ideas:

Writing Standard Operating Procedures

Are you struggling to document your organization’s complex processes and keep them up-to-date? In this interactive session, five foundations of various sizes will share their approaches to documentation and offer practical tools and tips, and then lead an exercise aimed at developing your process documentation skills. Then, participants will have the opportunity to apply these next-level practices by starting to draft process standard operating procedures. You’ll leave with a practical roadmap for creating a process document tailored to your organization’s grantmaking procedures.

By attending this session, participants will deepen their knowledge in the following areas:

- Awareness of different types of documentation and tools to support each type
 - Process mapping and how to create detailed, step-by-step documentation
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Driving Equity Through Data by Rethinking Grant Applications

Through case study examples and practice activities, this session will explore how to transform grant applications into tools for strategic learning. Attendees will create a sample learning agenda, translate it into meaningful grant application domains, and then dive into approaches for visualizing those data to summarize insights about grant partner relationships.

Recent trends advocate for concise, targeted reporting to enhance learning and engagement, making data more accessible for decision-makers. By focusing on purposeful data collection and analysis, attendees will discover how grant applications can support organizational learning, real-time course corrections, and long-term strategy refinement.

By attending this session, participants will deepen their knowledge in the following areas:

- The value of a learning agenda to guide data collection in grant applications and begin creating one
- The skills to design application questions that align with their organization's strategic learning goals
- How to build capacity to translate grantee data into visual reports that inform decision-making

Ten Ways New Managers Can Build Engagement, Trust, and Productivity

High performers frequently get tasked with managing direct reports without formal leadership training or guidance. While rising stars excel at the art of grantmaking, the art of managing people requires additional skills.

Join this workshop to learn 10 management tips that I've learned in the last 10 years of facilitating manager training. We'll cover everything from the mechanics of effective one-on-one meetings to building psychological safety. You'll walk away with practical resources, templates, and articles to continue building your leadership skills.

By attending this session, participants will deepen their knowledge in the following areas:

- Actionable tips and resources to build influential management skills in their day to-day work, including psychological safety, trust, goal setting, addressing bias, performance management, giving and receiving feedback, and delegation
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Changemaking, Change Management, and Changing the Narrative

This interactive workshop will explore the role of narratives in grantmaking spaces through a case study, small group discussions, and reflective prompts. We will introduce a framework that situates diversity, equity, inclusion, and belonging (DEIB) principles and practices within a narrative landscape, and walk through a case study that documents how an organization-wide DEIB-focused initiative on change ultimately led the leader of the design—a well-liked and widely respected employee—to resign.

By attending this session, participants will deepen their knowledge in the following areas:

- How harmful narratives show up in the philanthropic sector and how to apply a narrative lens to identify, question, and disrupt harmful narratives within ourselves and our organizations
- The tools, strategies, and tactics that can help inform healthy and effective change management through a narrative lens
- How to initiate conversations with peers, managers, and leadership on how narratives shape grantmaking decisions

Aligning Values and Reporting at the Robert Wood Johnson Foundation

Rarely read and often submitted too late to inform strategy, written reports have long been a source of frustration for both foundation staff and grantees. In 2023, RWJF instead asked whether and how reporting could better align with its organizational values and launched the Written Reporting Alternatives Project (WRAP) to investigate and potentially reimagine its approach to narrative reporting to make it more purpose-driven and grantee-centered. This session will explore the development of WRAP and share preliminary findings and reflections.

By attending this session, participants will deepen their knowledge in the following areas:

- How to align reporting practices with values
- Grounding practice change in participatory research
- The barriers and rewards of changing reporting practices across the field