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SOME THINGS TO CONSIDER

- Clear relevance to positive psychology
- Explicitly grounded in the science / research (Name it! Cite it!)
- New ideas, approaches, applications
- International / diverse appeal – topic, audience, panel, etc.
- Curb appeal – good title, clear writing
- Real world applications / populations / contexts
- Demonstration of measurable outcomes
- Broad appeal – we have many different “practitioners” attending
- **NO** marketing / advertising – this is NOT a sales pitch
- **NO** proprietary IP – it’s about what you can share with others?

