



Session Pitch Guide

INN Days 2025

Pitching a session for INN Days provides an excellent opportunity to showcase a solution, share experiences, or collaborate with news leaders, partners, and funders within the nonprofit news field.

Before you begin, review our Session Pitch Guide below. It will provide valuable tips on how to strengthen your proposal and offer insights into what we'll be looking for with each question.

Please submit your session by January 31, 2025 to be considered for this year's conference.

You can expect to hear from the INN Staff no later than March 14, 2025, with information on whether your session was successfully accepted.

Questions? Contact the INN Days team at gatherings@inn.org.

[Submit a Session →](#)

Which specific conference track does your session align with? Select up to two (2) options.

INN Days is designed to create a unique space for leaders across the nonprofit news field to step back from daily operations and dive deep into the opportunities to advance their work and our industry. We're looking for session ideas that can provide attendees with actionable steps they can take now to make progress on long-term strategies.

We've built this year's conference tracks around some of the core challenges and opportunities that will shape the future of nonprofit news:

- ▶ **Diversify Philanthropic Support:** Finding new funding sources beyond the usual suspects, including local and national supporters who are starting to make journalism a philanthropic priority.

- ▶ **Evolve Audience Strategies:** Overcoming audience disengagement and distrust by getting smarter about how to create and deliver journalism that meets people's information needs.
- ▶ **Build Resilient Nonprofits:** Adopting practices and policies that allow organizations to become more agile and responsive, use resources efficiently, and foster healthy workspaces.
- ▶ **Protect Against Emerging Threats:** Developing proactive approaches for newsrooms to handle issues related to digital and physical safety, crisis response and legal protections.
- ▶ **Develop Civic Allies:** Building connections across different sectors—community organizers, other nonprofits, policy advocates—who can serve as collaborators in fostering informed communities.

What is the title of your session?

- ▶ Keep the title between 8-12 words
- ▶ If your session features a particular newsroom or individual, use a title that tells a story:
 - Reinventing CPI: Hiring practices that led to a majority-BIPOC staff
 - Why I started a newsroom in a small town
- ▶ You can also try a provocative proclamation or statement.
 - Don't just save journalism. Transform it.
 - The pipeline is not the problem. We are.
- ▶ Get people excited by highlighting success.
 - Grow a loyal audience with these three data-driven tactics
 - How El Paso Matters doubled its sponsorship revenue in a single year

Tell us about your idea! Please provide a brief description of the session.

- ▶ Try keeping your description to around **80-100 words**

- ▶ Be as straightforward as possible and make clear **what participants can expect to gain by attending.**
- ▶ You can attempt to draft a public-facing version of your session, but you don't necessarily have to. At this phase, **clarity is more important than poise.**
- ▶ Consider leading with context as to why this topic is important.
- ▶ Or tell the story of the individual(s) or organization(s) who will be presenting during the session.

What would be the format for this session? Select any that apply.

This year, we're looking for sessions that break out of the standard panel discussion format. While some topics are well-suited to that style, we encourage exploring other ways to **create a more engaging experience** for people in the room.

- ▶ **Breakout discussion:** Interactive session with small group breakouts or exercises
- ▶ **Fireside chat:** Intimate conversation with 2 or 3 people
- ▶ **Lightning talks:** A series of 5 to 10-minute presentations by a group of people
- ▶ **Networking:** A time for attendees to informally connect and meet one another
- ▶ **Panel discussion:** A moderated discussion between 3 to 5 guests
- ▶ **Presentation:** A formal speech or presentation made by a featured speaker
- ▶ **Small group meeting:** A meeting with 20 or less people that have a common need or interest

Please list up to five (5) individuals who would serve as a session speaker, facilitator or moderator if accepted.

This year, we are specifically asking proposals to include the name, organization and email addresses of potential speakers and guests.

- ▶ Are you incorporating the **voice or insights of a nonprofit news leader** into your session? Part of our conference goal is to highlight the experiences and perspectives of leaders in the nonprofit news sector.

- ▶ Have you chosen **individuals with practical, hands-on experience**? For certain subjects, someone who can dig into real-life applications and experiences will resonate the most with attendees.
- ▶ Are **person(s) or color** represented in your list? We aim for speakers to reflect the racial diversity of the field.
- ▶ When there is more than one, do speakers **represent a range of experiences and opinions**? We find that discussions are more engaging and dynamic when people with different perspectives are in conversation with one another.

Would you be willing to organize this session?

Sometimes people pitch ideas and **want to be more involved in bringing them to life**. Organizing a session would include securing a final list of speakers and assisting them in preparing for the session.

Please let us know if this is something you'd be interested in doing or if you wouldn't have the time to assist in this way.