

# Seminar Components Checklist

At the Appraisal Institute, we take great pride in our quality seminars. In order to meet our members' expectations for quality and consistency, we require that seminars include the following components:

## Seminar Handbook

- **Title of your seminar:** Make the title as descriptive of the material in your seminar as possible.
- **Brief introduction/description of the seminar:** Be specific about the details. Include the features and benefits of your seminar, requisite knowledge for understanding the subject matter, purpose, and target audience. We will use this description in our marketing pieces. Explain what the seminar is composed of (e.g. overview, methodology, problem solving) and the instructional method (lecture/problem solving or lectures/case study) that is used.
- **Schedule:** Include a detailed schedule that describes activities, including breaks. This is used for state continuing education approval applications.
- **Learning objectives:** Learning objectives describe the skills and abilities that participants should acquire by the end of the seminar. For each objective, please include the skill or behavior, how the skill or behavior will be performed, and the criteria that will be used to evaluate the learner's performance.

## Examples:

- Using the principles of real estate appraisal and a set of data, the students will be able to evaluate a completed URAR form and determine its accuracy.
- Provided with data on a residential property, the participant will be able to fill out the URAR form in accordance with Fannie Mae guidelines.
- **Participant outline:** This is the core of the seminar and should be a detailed textual reinforcement of the concepts covered in the seminar.
- **Activities:** Participants learn best by immediately applying the key concepts they are learning. To reinforce key concepts, create problems, case studies, and/or exercises (see attached examples).
- **Bibliography** (optional)
- **Glossary** (optional)
- **Appendix** (optional)

## Solutions

- Include detailed step-by-step solutions to the exercises, problems, and case studies you've created.

### Instructor Notes

- This component should provide detailed guidance to the instructor on presenting each segment of the seminar. For each segment of the seminar, include:
  - Objectives
  - Description of and facilitation notes for activities (case studies, problems, exercises)
  - Timing (how long it takes to complete activities, lectures, and discussions)
  - Content tips (list of tips, possible questions that might arise from participants, examples, etc., pertaining to the content)
  - Transparencies (list of transparencies that will be used in the seminar along with detailed information on when and how they should be used)

## Transparencies

- Submit original hard copies of all transparencies. Also submit transparencies on disk.

## Formatting Guidelines for the Seminar

In order to reproduce your seminar, we need to receive it in a format that is compatible with our system. The following guidelines are quite basic, but if you are not highly proficient at word processing, you may find it easier to hire a formatter to prepare your material in accordance with these specifications.

### Software:

Microsoft Office 2000-Word, Excel and/or Power Point

Word files in a .doc extension

Excel files with an .xls extension

PowerPoint files with a .ppt extension

### Font:

12 pt. in a standard font such as *Times New Roman*, *Arial*

### Margins:

1.25 inch left and right 1 inch top 1 inch bottom

### Outline:

Use the tab key to create an outline. Please do not use the space bar, automatic outline function, automatic indexing function, table of contents links, comments, links, or embedded documents.

### Editing:

All materials should be thoroughly proofread. Check all documents with the spellcheck function of Word. In addition, check grammar, organization, and sentence structure. If you originally created your document in another software other than Word, proofreading is especially important. The conversion process often introduces errors into the document.

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**Submission of materials:**

Submit all materials on disk and in hard copy form. If you submit articles, maps, diagrams, etc., please send the original art. If you must submit a photocopy, do not send faint or blurry copies or text that is too small to be easily read. The disk should contain the following folders for each seminar:

- Seminar handbook (description, schedule, outline, etc.)
- Solutions
- Transparencies
- Instructors notes

Please send your manuscript to:

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Chicago, IL 60606

These guidelines will help us get your seminar into the market as quickly as possible! These guidelines are not meant to be restrictive. We encourage your creativity and are open to innovations. If you have any questions, please call Seminar Development Manager Fran Rosenstein at 312-335-4228.