

## LA County Contract Class Program

### Writing a Successful Activity Description and Title

Titles that describe the workshop, class or activity, that grabs participants' attention and that are simple are most effective. Examples of activity titles are "Stained Glass 101," "Beginning Tennis," "Intro to Photography," "Advanced Salsa." Unclear titles can result in low or no activity enrollment. The same is true for course descriptions that lack the needed information. Activity descriptions describe the benefits of the "why" behind the activity that directly translates into higher enrollments. Here's some tips for writing an activity description:

- Keep the description to 75 words
- Begin the description with an active verb like learn the fundamentals of tennis (e.g., explore, examine, learn, etc.)
- Ensure the description reflects how the potential participant will benefit from taking the class (i.e., feel healthier, develop creativity, more dramatic photos, to sharpen self-defense skills)
- Activity descriptions should reflect what participants will learn at the end of the activity (e.g., at the end of this course...)

Here's an example of a description that is complete and tells the story of what participants can expect to experience by taking the activity:

#### Into to Yoga

Experience the healing benefits of yoga in this introductory class that is designed for students who are brand new to yoga or those who would like a refresher on the basics. Participants will explore safe alignment in foundational poses, mindful transitions, breath awareness and relaxation techniques. Over the course of this series, you will build strength, increase flexibility, expand body and breath awareness and create a practice for calming the mind.