

What are we looking for in DemoFest proposals?

It's not always easy to know what exactly to include in your DemoFest proposal to make it stand out from the crowd. To help you out, here's an example of a great project description—plus a few examples of descriptions that still need a bit of tweaking.

✓ A Winning Description

Overall, this project description gives a good sense of what we're looking for in a DemoFest proposal. It summarizes the key points about the project and helps highlight what is special about it.

The title clearly describes the project and will help DemoFest attendees know what to expect from the demo.

The first part of the description outlines the specific challenge this project needed to address, as well as exactly how it was solved.

The second part addresses the impact of the project. In this case, there was the main impact on the people it was designed to help as well as a bonus impact on the company budget. This particular description stands out even more because it has quantitative data that shows how this project helped solve the issue it was designed to address.

3. The title of your learning project

Budget-friendly branched scenarios provide sales practice at ABC Bank

4. Please provide a description (<65 words) of your project. Your description should answer the following: *Why was this learning project needed? What problem did it solve for learners/users?*

Advisors at ABC Bank were great at memorizing the financial products we offered, but continually struggled with asking customers the right questions and tailoring what they recommended based on that information. Our project simulated customer interactions and used branching in CaptiLine to allow the advisor to ask the customer questions, listen to their responses, recommend the right product, and get coaching on how they did.

5. *Learning Solutions Conference & Expo* is about *Sharing What Works*. Please describe in <50 words the results of your project indicating a measurable impact.

Practice with this simulation helped increase advisor sales by 15 percent since its launch six months ago. Also, by using the CaptiLine eLearning software we already owned and photography done in-house, we were able to create a solution that required no additional budget from our company.

❌ Issue: Missing Content

In this example there is so little detail that it's hard to tell what the project is even about.

The title is generic and doesn't give much information about the project details. It's also so vague that it's unlikely to help DemoFest attendees know what the demo is about.

The description of the project technically answers the questions, but like the title, it's so light on specifics that it's hard to know what's special about this project and what someone could learn from attending the demo. It's also much too light on information about how exactly the impact of this project could be seen.

3. The title of your learning project

Using branched scenarios

4. Please provide a description (<65 words) of your project. Your description should answer the following: *Why was this learning project needed? What problem did it solve for learners/users?*

Our advisors needed more sales practice. Our project let them practice speaking with different customers.

5. *Learning Solutions Conference & Expo* is about *Sharing What Works*. Please describe in <50 words the results of your project indicating a measurable impact.

Our advisors got better at working with our customers.

❌ Issue: Not Problem Focused

This example includes a lot of detail, but it's not targeting the right aspects of the project.

The title starts off on the wrong foot by not using a name that highlights the problem they solved or the project they created.

The description confuses the issue even more by primarily focusing on the budget challenge instead of what broader problem the team was asked to solve. While it's great that it stayed under budget, that isn't helpful if it didn't *also* solve the problem it was designed to address.

Another issue is that this description entirely skips what the issue they needed to address was and how they knew their project had impacted the audience—key points for a DemoFest application.

3. The title of your learning project

Keeping branched scenarios budget-friendly

4. Please provide a description (<65 words) of your project. Your description should answer the following: *Why was this learning project needed? What problem did it solve for learners/users?*

Our project simulated customer interactions and used branching in CaptiLine to allow an advisor to ask the customer questions, listen to their responses, recommend the right product, and get coaching on how they did. This project also challenged our team to create a scenario with a budget of less than \$500.

5. *Learning Solutions Conference & Expo* is about *Sharing What Works*. Please describe in <50 words the results of your project indicating a measurable impact.

While a challenge, we were able to come in well under budget. By using software we already owned in a new way, we were able to keep costs down. We also saved money by creating the images needed for this project ourselves using our smartphones and photo editing apps.

❌ Issue: It's a Pitch!

This description unfortunately reads more like a commercial for software than a demo of a project. It's almost entirely about the key features of the software and includes minimal details about the specific problem that was being solved and the impact the project had on the audience.

While it's perfectly fine to mention the software you used to create a project, a DemoFest proposal (and the demo itself) should be focused on how you solved a problem and how you knew your solution had impact—not on pitching people a tool, service, or vendor.

3. The title of your learning project

How you can use CaptiLine to create branched scenarios

4. Please provide a description (<65 words) of your project. Your description should answer the following: *Why was this learning project needed? What problem did it solve for learners/users?*

Advisors at ABC Bank struggled with needing more sales practice, and their L&D team struggled with how to help them with only a tiny budget. By using CaptiLine's extensive new features, they were able to create inexpensive, interactive branching scenarios that previously would have been cost-prohibitive to create.

5. *Learning Solutions Conference & Expo* is about *Sharing What Works*. Please describe in <50 words the results of your project indicating a measurable impact.

CaptiLine's quick and easy branching tool made creating customer conversation practice scenarios speedy and affordable. Advisors were able to interact with virtual customers, and the CaptiLine tracking made it easy for them to get custom feedback.

❌ Issue: A Solution Looking for a Problem

This is a case where the demo proposed is not solving an actual problem.

This project wasn't created to solve a specific challenge or need—instead, it's either a generic approach or a proof of concept. While both of those items are valuable to L&D as a whole, they don't fit with the theme of DemoFest.

If a project hasn't been launched yet or is a more generic design that can be customized to many situations, then it's likely not the right fit for this event.

3. The title of your learning project

How branched scenarios can help you

4. Please provide a description (<65 words) of your project. Your description should answer the following: *Why was this learning project needed? What problem did it solve for learners/users?*

Have you ever wanted to give people the opportunity to practice real sales conversations without the risks of making mistakes with real customers? Then branched scenarios may be the right solution. In this demo, you'll experience a test scenario that can help you explore how this approach can help solve the sales training challenges you're facing.

5. *Learning Solutions Conference & Expo* is about *Sharing What Works*. Please describe in <50 words the results of your project indicating a measurable impact.

Branched scenarios that simulate customer conversations give your audience a low-risk opportunity to practice as well as a chance to get customized feedback on their results. This can lead to higher sales figures, better customer loyalty, and additional referrals.