

Workshop Planner

From...

The Public Relations Practitioner's Playbook
A Synergized Approach to Effective Two-Way Communication*

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*** (The whole works better than any one of its parts)**

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Criteria for Successful Workshop

- Strong partners. These should include:
 - a professional team with experience in delivering workshops
 - a viable corporate or societal partner
 - *It is advised that you draw up a **Memorandum of Agreement** in advance that clearly defines each partner's role and level of responsibility.*
- Confident and enthusiastic workshop chairmen and facilitators.

Where to Begin?

- **Form a planning committee**
- **Obtain sponsorship**
- **Hold planning sessions**

Form a Planning Committee

The first step in planning a workshop is to form a planning committee. The group will comprise active people with different perspectives and expertise and with a stake in the workshop.

The necessary range of resources and expertise may not be contained within a single organization. It may be necessary to identify organizations that may be suitable partners.

Key criteria will include:

- Knowledge of the subject
- Contacts at a senior level within government, the legislature and civil society
- Expertise and contacts in the media

The planning committee will:

- Establish the purposes and objectives of the workshop.
- Plan the activities leading up to delivery of the workshop.

The composition of the planning committee is critical. Criteria to consider will include those listed above for identifying partners.

In addition, useful questions are:

- Who can be counted on or motivated to give time, to contribute actively, to come up with new ideas?
- Who is needed to make or facilitate key decisions?
- Who is needed to facilitate the practical arrangements for the workshop?
- Who will act as secretary to the group (this can be decided at the first meeting)?

Where there is doubt about the willingness or ability of individuals to participate, sound them out before formally inviting them to the first meeting.

TIP

A memorandum of agreement should be drawn up between partners to clarify the roles and responsibilities of the organizations.

Obtaining Sponsorship

- **Budget Preparation**

- **Preparing An Effective Budget**

The budget should reflect your best estimate of the actual cost of conducting the activities outlined in the workshop proposal.

Budgeting

A first step in budgeting is to create expense function categories. You may end up with a shoestring budget, but it is valuable to chart out what you might require and what you have to work with.

The main direct costs to consider for a workshop include:

- **Event site rental (room hire)**
- **Catering (coffee/tea breaks, lunch)**
- **Closing reception**
- **Supplies/stationary (e.g. flip charts, markers, pads of paper, pens, folders and so on)**
- **Participants' travel allowances (if applicable)**
- **Lodging**
- **Honoraria for keynote speaker/s, chairs and session speakers**
- **Professional photographer**
- **Production of background papers, information packs and publicity**
- **Production, printing and binding of proceedings**
- **Cost of translating proceedings into local language/s (if appropriate)**
- **Distribution of proceedings**
- **Web site publication**
- **Program development and production**
- **Program printing and production costs**
- **Promotion**
- **Audio visual equipment rental**
- **Other equipment rental**

- Contingency/last minute expenses
- Stipends (if any)
- Other main budget elements for workshop secretariat expenses may include:
 - staff salaries/fees
 - telecommunications costs
 - photocopying costs
 - other facilities and administrative charges

More on Planning the Workshop

- Identifying the focus of the workshop
- Planning the timing of the workshop
- Determining who should attend the workshop
- Selecting a venue
- Developing the workshop program
- Preparing information packs
- Running the workshop
- Making practical arrangements
- Publicizing the workshop

Identifying the Focus of the Workshop

Breaking into groups

- Identify stages in the workshop during which breakout groups will take place
- Identify and provide necessary resources for breakout sessions

- **Identify criteria for constituting breakout groups**
- **Identify topics for each breakout group decide beforehand methods for reporting back**

Using briefing notes and background materials

- **Workshop organizers should prepare relevant briefing notes and background materials for all the different breakout groups or roundtable participants.**
- **Briefing notes should be short, clear and concise**
- **Organizers should be on hand throughout the workshop to respond to queries and enquiries from participants**
- **Copies of workshop materials should be deposited where they can be publicly accessible, including the national archives, parliamentary library and a university library**

Making Practical Arrangements

- **Room set-up**
- **For plenary sessions**
- **For breakfast sessions**
- **Breaks and lunch**
- **Use of visual aids (more on this later)**

Publicizing the Workshop

- **Organize an e-mail exchange**
- **Develop a media plan**
- **Producing and distributing a press release**
- **Preparing for radio and television interviews**

Monitoring and Evaluation

- **Attitude survey**
- **Evaluation forms**

Equipment needs

- **Overhead projector**
- **Computer**
- **PowerPoint projector**
- **Microphone**
- **Screen**
- **Tables**
- **Extra chairs**
- **Surfaces for demonstrations**
- **Equipment and supplies for specific learning activities**

The Presentation

Tips on Organizing for Effective Presentations

#1 Emphasize Benefits in Your Introduction to Gain the Audience's Attention

#2 Use "Quick Specifics" for High Credibility

#3 Use the B.E.S.T. Recipe to Organize your Points

B = Bottom Line

E = Evidence

S = Summary of Bottom Line

T = Transition to Next Point

#4 Conclude with Optimism, Challenges and Pronouns

- **Challenge**
- **Optimism**
- **The future**
- **Pronouns**
- **A final, uplifting phrase**

Working with Visual Aids

BIG!

BOLD!

BRILLIANT!

Ten Tips for Planning Successful Visual Aids

1. **Use visual aids sparingly**
2. **Use visual aids pictorially**
3. **Present one key point per visual**

4. **Make text and numbers legible**
5. **Use color carefully**
6. **Make visual big enough to see**
7. **Graph data**
8. **Make pictures and diagrams easy to see**

9. **Make visuals attractive**
10. **Avoid miscellaneous visuals**

Nine Audience Involvement Techniques

1. **DRAMA**
2. **EYE COMMUNICATION**
3. **MOVEMENT**
4. **VISUALS**
5. **QUESTIONS**
6. **DEMONSTRATIONS**
7. **SAMPLES/GIMMICKS**
8. **INTEREST**
9. **HUMOR**