

Creating Effective Community Workshops

BRONX PARTNERS FOR HEALTHY COMMUNITIES



Effective Workshops

- ▶ The real genius of most workshops is the ability to take a complex topic and make it understandable and useful rather than to give in-depth “coverage” or to display one’s commanding mastery of a topic.
- ▶ Why is this topic important?
- ▶ What will be the impact?
- ▶ Are you trying to address an identified issue/problem by offering this workshop?

Effective Workshops (cont' d)

- ▶ Was this topic identified as a training need within your group?)
- ▶ Can these subtopics be made into bullets for the ease of the reader?
- ▶ What expertise is available to prepare and conduct this workshop?
- ▶ Do you have a content expert working with you on this workshop? Do you have a team member with experience in facilitation?
- ▶ Can these subtopics be made into bullets for the ease of the reader?

Identifying the Target Audience

Intended Audience:

- ▶ What background do your future participants have?
- ▶ How much will they know about the topic and how much will it differ from one person to the next?
- ▶ What do you think will be their expectations?)

What are the anticipated need(s)?

- ▶ Is it helpful to have additional resources on site?
- ▶ Handouts (regarding available programs)
- ▶ Insurance Enroller
- ▶ Resources Manual
- ▶ Locations specific to the surrounding area

Specific Workshop Objectives:

By the end of this workshop, participants will be able to:

- ▶ _____
- ▶ _____
- ▶ _____

Helpful Tip

- ▶ Clarifying objectives forms the basis of course planning
- ▶ Helps to express the facilitator's expectations
- ▶ Gives clear directions to the learner
- ▶ Allows for evaluation of outcomes

Time Frame and Number of Participants

▶ **Intended Time Frame:**

- How much time do you have to give your workshop?
- Do you want to include a break for the participants?
- Will the participants need to move from one room to another during the workshop and, if yes, do you need to allow time for that?

Other Issues to Consider:

- Day of the Week
- Time of Day

▶ **Intended Number of Participants:**

- Pros and Cons of Different Group Sizes

Choosing Teaching and Learning Resources

► Possible Teaching Aids:

❑ Workshop Materials:

- Handouts
- ❑ Case vignettes
- ❑ Study guides
- ❑ Worksheets
- ❑ Bibliographies

► Audio & Visual Materials:

- ❑ Slides
- ❑ Flip charts
- ❑ Videos/films

Helpful Tip: A variety of teaching aids and learning resources can be used effectively during workshops. However, each must be chosen carefully so that they match the educational goals and objectives.

Helpful Tip

- ▶ Remember that people remember 20% of what they hear, 30% of what they see, and 50% of what they SEE and HEAR. (Labonté, 1972)

Presentation Preparation

▶ **Registration**

- Organize registration procedure
- Prepare sign-in sheet
- Prepare small group assignments
- Prepare name tags

▶ **Day of Workshop Checklist**

- Set up plenary room
- Set up workshop rooms
- Set up registration desk
- Ensure availability of coat racks & hangers
- Confirm refreshments and lunch
- Arrange boxes for evaluation forms

Designing a Workshop Program & Agenda

- ▶ Determine the content order
- ▶ Set the amount of time on each content element
- ▶ When planning your agenda, consider pace, focus and variety.
- ▶ Allow extra time for flexibility

Complete the sample grid below to establish your program:

Time	Objective/Content	Teaching Method(s)

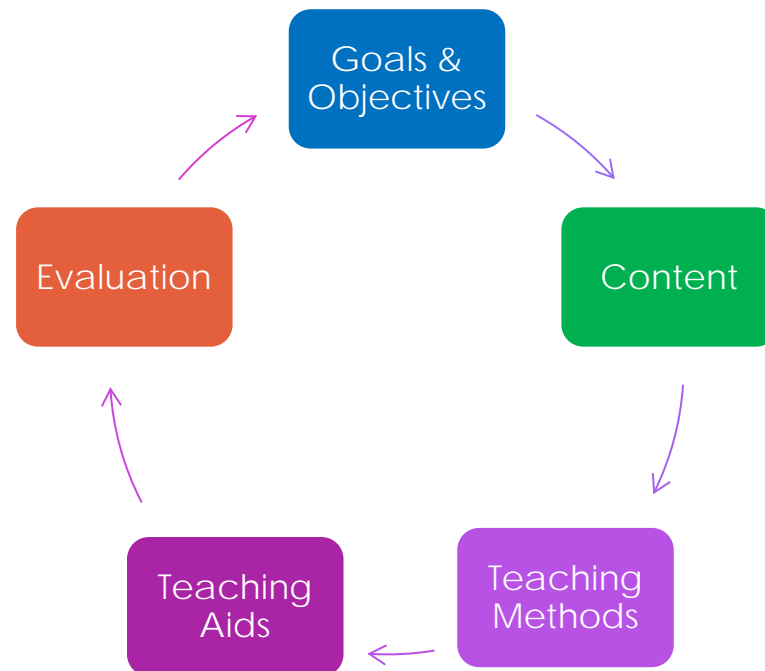
Helpful Tip: Flexibility is one of the key ingredients of a successful workshop. As important as it is to plan ahead, it is even more important to be prepared to abandon your prepared agenda!

Helpful Tips

- ▶ Vary your activities and your style: Make sure that the workshop flows at a pace that keeps the participants' attention. Appropriate pacing implies, moving the workshop along while leaving room for the group to slow down or speed up the presentation
- ▶ A “dry run”, during which the workshop objectives, content and process are reviewed and the final plan is confirmed, can be very helpful. Through collective planning and understanding of the workshop rationale, “buy-in” and a sense of ownership are promoted. In addition, both workshop content and process (i.e., how the session will be run) should be reviewed.

Fine-Tuning the Workshop Plan

- It is important to understand that each element in the workshop design influences the other: the choice of goals and objectives have an impact on the content, which has an impact on the choice of teaching methods and aids, which, in turn, influences what will be evaluated and how.



Designing the Workshop Evaluation

Please rate the plenary and small group sessions in terms of how useful you found them

	<i>Not at all</i>		<i>Useful</i>		<i>Very Useful</i>
1. 1 st Session:	1	2	3	4	5
Comments:	_____				
2. Small Group Practicum I:	1	2	3	4	5
Comments:	_____				
3. Would you recommend this workshop to your colleagues? Yes _ No _					
Comments:	_____				
4. What, if anything, might you do differently following this workshop?					
Comments:	_____				

Recruiting for the Workshop

- ▶ Who will you recruit?
- ▶ How will you recruit?
- ▶ How many workshop facilitators will you need?
- ▶ What will be each person's role?

Determining the Location and Workshop Budget

Location

- ▶ Is location accessible by public transportation
- ▶ Type and size of room
- ▶ Room arrangement

Workshop Costs

- ▶ Locale \$ _____
- ▶ Workshop Publicity..... \$ _____
- ▶ Stationery and Workshop Materials \$ _____
- ▶ Refreshments \$ _____

Deciding on Marketing Strategies

How will you announce the workshop?

- ▶ Letter
- ▶ Flyer
- ▶ Brochure
- ▶ Website
- ▶ Email

Design the announcement:

Make sure to include:

- ▶ Workshop date(s)
- ▶ Time, place, cost
- ▶ Objectives (if appropriate)
- ▶ Credits (if appropriate)
- ▶ Cost (if appropriate)
- ▶ Registration procedure and deadline

Deciding on Marketing Strategies (cont'd)

17

Decide on publicity and recruitment strategies:

- ▶ Mass mailing
- ▶ Targeted mailing
- ▶ Personalized invitations
- ▶ Social media
- ▶ E-News
- ▶ Media Coverage (local newspapers)
- ▶ Earned media including local neighborhood press outlets

Overall Workshop Tips

- ▶ Encourage active participation
- ▶ Provide relevant and practical information
- ▶ Vary your activities and your style
- ▶ Promote reflection
- ▶ Allow time for question and answer
- ▶ Summarize your session