

Top 10 Tips on How to Run a Successful Workshop (Use in conjunction with the Organising a Successful Workshop Checklist)

- 1) **Advertise** well in advance of the date. Put written flyers and leaflets around. Get publicity in papers and magazines. Let people know by word of mouth and email.
- 2) **Ensure** you know who your target audience are. Match the content and benefits of your workshop. Carefully think through the benefits to your audience.
- 3) Choose a **venue** that is easy to find and reach. If possible, book rooms with natural light and heating you can adjust. Make sure the venue know your timings for breaks and food, well in advance. For smaller workshops choose a venue that charges per head, ensure you are aware of the all inclusive price and any cancellation policy.
- 4) **Content** has the ability to engage everyone. Ensure that your content includes something of all 5 senses; that it is active as well as passive and offers group work as well as individual.
- 5) **Organise** your workshop environment. Have easily moveable furniture; organise any audio visual equipment in advance; have spare tables around the outside of the room for materials and equipment of workshop leaders, and delegate's bags. Have somewhere to hang coats, and a place for cold drinks and glasses.
- 6) If **other people** are **presenting** the workshop, brief them well in advance regarding the subject matter; fees, timing and length of input; how their input feeds into others during the day - and your master plan; your vision; your development of the overall theme or subject matter. Be there to welcome and assist your workshop leaders; to answer their questions and to thank them at the end.
- 7) **Get in the right state** if you are the workshop leader. Use material which you are very familiar and comfortable with. At first, tried and tested approaches and material are preferable to new and unexplored approaches and materials.
- 8) **During the workshop** make sure participants have a really positive experience of the environment. Get the atmosphere, food and breaks right and everything else will follow.
- 9) **Back of the room sales.** Wherever possible have a table at the back - advertising forthcoming events, selling products or additional services of yours or related services of other people.
- 10) **After the workshop** follow up the participants several days later. Provide them with additional information pertinent to the content of the workshop.

Additional tip: Call for your copy of Organising a Successful Workshop Checklist which includes everything you need to do to run a great workshop priced at £2.47 plus an SAE.

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