

# Speak Up and Listen: Plan a Workshop



A roundtable discussion/workshop is a great way to raise awareness and educate others about your topic of interest. Successful workshops include a short presentation and provide opportunities for discussion. This should not be an event where you talk endlessly and your audience passively listens. Encourage your audience to ask questions, make statements and play an active role in discussing the issues that matter.

**Follow these steps to make sure your workshop is a valuable experience for everyone:**

## Define Your Goals –

Without a clear goal, a workshop is just a waste of time. Set your goal and refer back to it often during your workshop.

## Determine Your Audience –

Who will be invited to attend? Where will the workshop be publicized? Create flyers, invitations, announcements, etc.

## Choose the Right Location, Date, and Time –

Think about the size of your audience, time constraints, and the availability of your audience. Don't forget to consider your visual aid, computer and technology needs, lighting, etc. when choosing the location.

## Measure Your Success –

How will you measure success (# of attendees, feedback form comments, # Agents recruited, etc.?)

## Create a Workshop Outline –

**Pre-Workshop:** When should you set up? Are materials and equipment ready and working properly? Do you have the PowerPoint, files, or videos cued up and ready to go?

### Workshop Details and Agenda:

- **Main points** – Create a list of main points to discuss. Break down each larger point into details that you want to communicate to your audience.
- **Technology or Visual aids** – Prepare the technology, visual aids and handouts you'll use. If you need technical support, be sure to set this up prior to the event.
- **Discussions/Activities** – List the discussions and/or activities and when they will be presented. Make sure you have the materials necessary (handouts, worksheets, etc.)
- **Create a detailed agenda** to ensure your workshop runs smoothly and stays within the time specified. Overestimate the time necessary for each portion.

## Conduct the Workshop -

Getting everyone involved is key to a successful workshop. If you just stand up and talk, you're just giving a lecture – not facilitating a discussion/workshop. Here are a few tips:

- **Stick to your agenda.**
- **Be enthusiastic** – If you really believe in what you're presenting, show it; it will help make participants more enthusiastic as well, and can have a huge effect on the success of your workshop.
- **Encourage participants to relate what they have learned to their own life.** Share experiences of things you have seen, problems you have encountered, and lessons you have learned. Hopefully participants will ask themselves "How does this affect me or the world in which I live?", "What needs to be changed?" and "What can I do?"
- **Provide participants an opportunity to express their thoughts and share what they've learned.** Since many people are nervous about speaking in public, a feedback form and drop box is a great way to collect their thoughts as well. Encourage students over 13 yrs. of age to register online at <http://www.idrivetvonline.com/get-involved/become-an-agent/> to become i-SAFE Agents.