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Event management

Know - how

Let's organize a workshop!

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Hi there!

We see that you are thinking of taking a new step and entering the beautiful universe of Event management! Good for you and for your community, which will significantly benefit from your effort. This short guide will help you better understand how to implement your ideas in the best way possible.

Take your time, try to relax, and enjoy this journey because everything we do has the most impact and relevance if we do it honestly, with love and dedication.

With love,
=DNA team

Content:

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1.Idea

Before every workshop you will organize in the future, it is essential to consider whether the workshop is a one-off, is part of a more significant event, or is only thematically related to an event your NGO is organizing at that moment. Depending on the occasion, the answer to the question "why" will be more or less clear. Good reasons for maintenance must support the idea you are guided by. At the very beginning, it is vital to determine the goal of the workshop, which may differ depending on the number, age, and profile of the participants. Even when the topic and content of the workshop are the same, different groups can come to different knowledge and understanding, which should make you think of the goal you want to achieve. That's why it's good to have a general goal, with several smaller, related specific ones, especially if you repeat the workshop several times or if it continues and continues.

Now that you have a basic understanding of how to develop the idea let's put it to the test:

Why are you organizing it?

_____
_____
_____
_____
_____

What's the goal?

_____
_____

Who are your participants?

_____
_____

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2. What do you need for the workshop?

There are so many factors that are going to influence how your workshop will turn out. Therefore, it is essential to think about them in advance and prepare as much as possible. To do that, you must know what you need to make this event happen. Try to imagine yourself going to an event similar to the one you plan. What would you need as a participant to feel welcome and comfortable? Where are you? How does it look? Is someone welcoming you at the door? Is there a chair you can sit in? Is it clear to you why you are attending this event?
Let's walk through a few essentials:

Space
- Is it big enough? Are there enough tables and chairs in it? Are the driveway and entrance suitable for people with disabilities? Are there any pillars/walls in the space that prevent all participants from seeing the presentation/video/photo content? Does the space have a projector/television/speakers/computer…? How is the lighting in the space?
- If your NGO does not have its own premises that would be adequate, get informed in time and schedule an appointment in one of the available libraries/schools/cultural centers/private halls and the like.
- Technique
  - Televisions, projectors, computers, microphones, sound systems… check in time whether you have everything you need and what condition it is in. Depending on the space where the workshop takes place, equip yourself in time with additional extension cables, tripods, stands and the like.
- Materials
  - The previously established concept of the workshop will determine what you need in terms of materials. Is it just basic school supplies or say a large white board or flip chart? In addition to the amount of accessories for the registered number of participants, always have extra, should the need arise.

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Human resources
-   Hire people on time! From volunteers to experts from certain fields who will hold the workshop, or be demonstrators at some part of the workshop, to speakers and facilitators themselves. A meeting should be held with all of them before the workshop, where you will agree on all the details, such as discussing whether everyone correctly understood why they were invited, what is the pace, content and goal of the workshop.
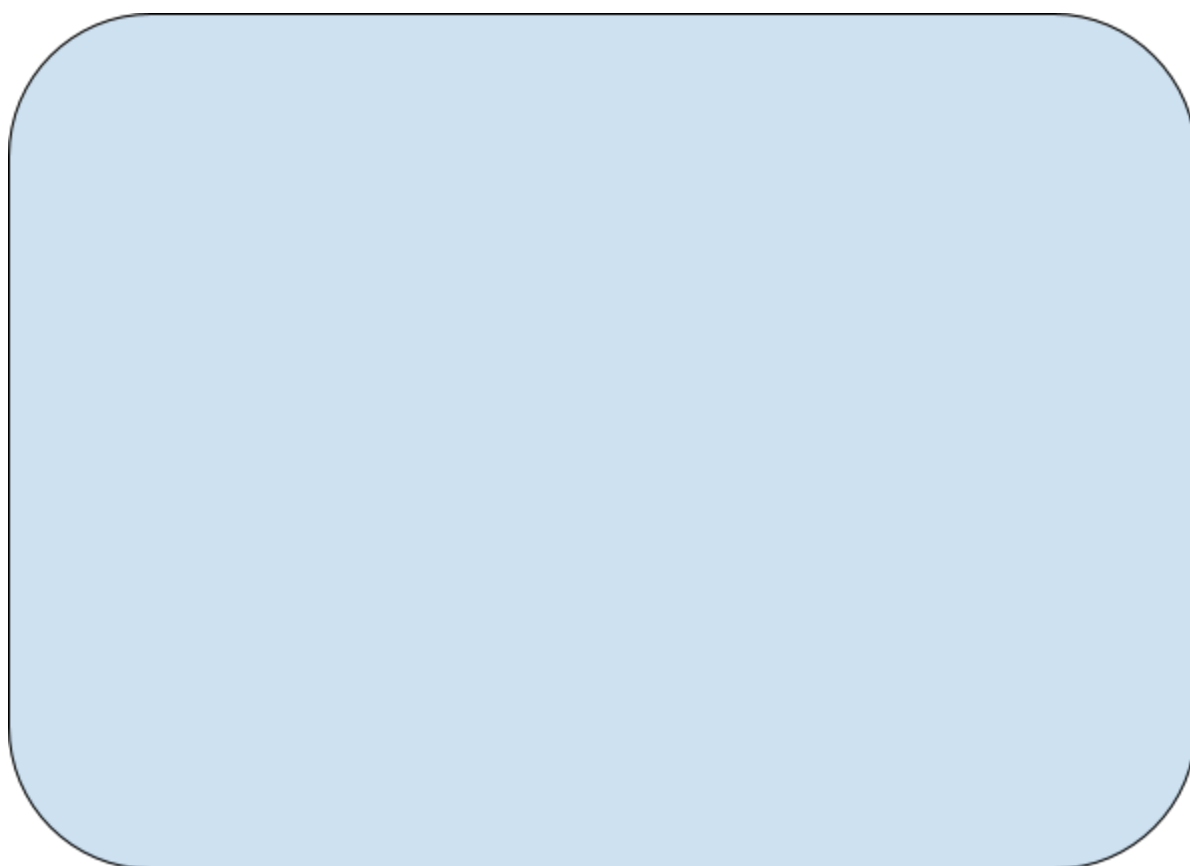
What space are you going to use?

_____

_____

_____

Who will you hire to lead the workshop?

_____

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3. Time management - reasonable schedule

When you have decided whether the workshops are one-time and recurring or build on each other, that is, whether you work with several different groups or with one in continuations, plan the maintenance timeline well. Also take into account the availability of the space where you hold the workshops. Do you meet quarterly, monthly or weekly? Is it maybe several days in a row? If the participants are students, pupils, employees, survey them and find out the relationship between their responsibilities and their free time. Breaks are also an important item. How old are your participants? If they are children, breaks should be frequent and the workshop short. With high school students and students, you can be more flexible and, for example, take breaks in agreement with them. However, do not forget that you are the one who should hold all the strings in your hands!

Write schedule here:

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4. Is it international?

- How to welcome your participants?

First of all, make sure that you provide precise directions for the easiest way for the participants to get to the workshop venue. When you're all there, you can give your opening speech. The most important thing is to introduce yourself, describe the work of your organization and briefly present the curriculum for that day. Prepare name cards and/or if the participants are in the mood, do a few energizing activities and games to make it easier to get to know and wake up the group.How many of them are coming?

Knowing the approximate number of participants for the workshop is essential for proper planning, resource allocation, and budget management. Having an idea of how many guests will be present allows planners to choose a space that can adequately fit everyone without being too cramped or wasting space, to ensure there are sufficient copies of materials etc...

- Do you have additional activities for them?

It is always a good idea to have some extra activities that can enhance the overall workshop experience and keep participants engaged. The choice of additional activities should certainly align with the workshop's objectives and the participants' interests.
- Know the people that are coming (what are their needs, do they have preferences, how familiar are they with the topic of the worksop)

In order to customize the workshop content and activities according to the participants' needs and preferences, it is important to understand their profiles. This includes gathering details about their backgrounds, levels of knowledge, learning preferences, and any specific goals or obstacles they want to discuss during the workshop. Conducting a survey or needs assessment before the workshop can be helpful in collecting this information efficiently. Make sure to establish open channels of communication with participants both before and during the workshop. Encourage them to share any concerns, preferences, or special requirements they may have. Regularly ask for feedback during the workshop to make sure their needs are being addressed and to make any changes to the agenda or activities if necessary.

- Accommodation

When hosting a workshop with participants coming from out of town or spanning multiple days, it's important to make accommodation arrangements. This includes sorting out lodging, transportation, and any necessary accommodations like accessibility or dietary needs. Provide help and aid to attendees with questions or problems related to accommodations. Keep lines of communication open to address any inquiries or worries they may have before, during, or after their stay. Providing clear information about accommodations helps participants feel at ease and ready for the workshop.

5. How to promote a workshop

Promoting a workshop effectively involves several key steps to ensure maximum attendance and engagement. First of all you need to clearly define who your workshop is for. Then you can develop a captivating message that highlights the benefits of attending your workshop. Reach your audience through various channels such as social media, emails, local newspapers etc.. Share exciting updates about your workshop across different social media channels. Mix in text, images, videos, and hashtags to boost awareness. If you have a limited number of participants you can create a sense of urgency by mentioning limited spots available. You can also send reminders as the workshop date approaches to people who have already signed up. After the workshop, gather feedback from attendees to see what worked well and what could be improved.

Write plan of promotion here:

6. Attendance tracking, documentation of the activities

Attendance and documentation of workshop activities are essential for both organizers and donors, providing transparency and ensuring accountability in the workshop implementation process.

Key things to monitor and document include:

- Attendance of participants

Precise monitoring of participants' attendance at the workshop is important for recording engagement and determining the actual number of participants who successfully completed the training. The training is generally considered successful if the previously specified number of participants has completed at least 60% of the entire training. When donors are involved in the program, attendance tracking allows them to see what resources were spent during the execution of the program. Also, each workshop should be documented in the form of photographs and/or video recordings that are used to promote the program.

Attendance Tracking: Organizers can use simple methods such as attendance lists or electronic record keeping systems to record the attendance of participants at the workshop.

Example: At the beginning of each workshop, the organizer may ask the participants to sign the attendance sheet. This allows the organizer to record exactly who is present and track the total number of participants during each workshop, as well as the final percentage of attendance after the training is over.

- Monitoring of thematic activities

Before the start of the training, it is necessary to determine the thematic units, that is, the curriculum of the workshops, which will be covered during the duration of the program. At the very beginning of the workshops, participants should be introduced to the entire program they will be attending. Monitoring of activities allows the organizers to follow the pre-planned course of the workshops and prepare for the topics coming in the next period. Also, this allows donors to monitor whether the workshops are being carried out according to plan and whether the previously determined goal of the workshops will be achieved.

Documenting activities: Organizers can use different digital platforms, TIMELINES or applications to track thematic units and record the progress of participants.

Example: The organizer can draw a table or diagram with the names of the topics or skills that will be covered during the workshops. Each time a certain topic or skill is completed, the organizer can mark or color the corresponding part of the table. In this way, the participants and the organizer (as well as donors) can clearly see which topics have already been covered and which still need to be covered during the workshop.

- Evaluation of participant performance

Monitoring participant performance through tests, assignments, or other evaluation methods helps organizers and donors gauge the success of workshops in achieving their goals.

Use of evaluation methods: Organizers can use tests or assignments to assess the knowledge and skills of participants at the end of the workshop.

Example: After the programming workshop is over, the organizer can test the participants to check how well they understood the basics of programming or how well they are able to solve specific tasks.

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- Engagement tracking

Ensuring that participants actively participate in workshop activities and providing feedback on their experience allows organizers to tailor future workshops to the needs of participants.

Gathering feedback: Organizers can use surveys, focus groups or open discussions to gather feedback from participants about their experience and engagement.

Example: After each workshop, the organizer can organize a short discussion with the participants to hear their impressions, challenges they faced and suggestions for improvement. This allows the organizer to adapt future workshop activities to the needs of the participants.

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7. Aftermath - evaluation

Evaluation of the workshop is a key step in assessing its effectiveness and success in achieving the set goals. This process involves analyzing different elements to gain a comprehensive insight into how the workshop contributed to the participants and their learning.

Evaluation of workshops involves the following steps:

- Participant satisfaction

Taking into account the opinions of the participants about the workshop is essential. Surveys, feedback and discussions can provide insights into how satisfied participants are with the content, teaching methods and interaction during the workshop. This is an important indicator to assess how engaging and useful the workshop was for the participants.

- Achieved goals

The next step is to assess whether the objectives of the workshop have been achieved. This involves checking whether the participants have successfully acquired the intended knowledge or skills. This can be measured through tests, practical tasks or evaluation of the participants during the workshop.

- Effectiveness of the lecturer or facilitator

Assessing the performance of the lecturer or facilitator is key to understanding how the workshop was conducted. Clarity of presentation, interactivity, ability to motivate participants and adaptation to their needs are some of the key elements that are taken into account when evaluating the effectiveness of a lecturer or facilitator.

- Content relevance

For the workshop to be successful, the content must be relevant to the needs of the participants. Evaluating the relevance of content includes analyzing whether it provided useful information or skills that participants could apply in their professional or everyday activities.

Recommendations for improvements

Based on the feedback from the participants and the analysis of the evaluation results, areas where the workshop can be improved are identified. This may include adapting content, changing teaching methods or providing additional support to participants.
Workshop evaluation is key to continuously improving the training process and ensuring that future workshops are even more successful and beneficial for participants.

If donors are included in the program, we also need to do:

- Resource records

Organizers should document the costs and resources used to conduct the workshops to ensure accountability in the management of donor funds and to provide relevant information to donors about how their funds are being used.

- Donor reporting

Narrative report: The narrative report describes the achievements, activities and progress of the workshops based on the defined goals and results. This report provides a description of all the key activities that were carried out during a certain period, as well as the specific results that were achieved. It may also include a description of the challenges and obstacles the project faced and how they were resolved. The narrative report allows the donor to gain insight into the work and efficiency of the work on the project.

- Financial report

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The financial report provides a detailed overview of the financial status of the project. Includes information on income and expenditure of workshops, costs by category. The financial report allows the donor to monitor the spending of the funds and ensure that the funds are used in accordance with the agreed rules.

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