

## **Event Guide: Steps for Conducting a Technical Workshop**

12 September 2015

### **Initial Planning**

- Determine theme of workshop
- Determine if there is interest in topic from membership section/chapter
- Define the workshop quality. What is considered a successful workshop
- Determine what kind of promotion material is needed (email, website, advertisement)
- Define the budget (estimated costs and estimated revenue)
- Consider the applicability of vTools

### **Logistics Planning**

- Determine target workshop size (author recommends between 30-70)
- Determine date (recommend 4 - 6 months of planning time)
- Determine what food/beverages will/won't be offered
- Determine the venue based on above
- Determine arrangement of speaker/guests (Audio/Visual, chair arrangement, presence/absence of tables)
- Determine type of registration (onsite only, email, RSVP only, website, combo)
- Find other volunteers to help

### **Content planning**

- Decide how networking will occur
- Decide the agenda

### **Execution**

- A couple days before the event, remind volunteers of their duties and thank them in advance for helping
- Double check you have all equipment needed for any audio/visual or onsite registration
- Execute the plan
- During event make a point of handshaking new people and trying to gauge their interest and help them meet others with similar interests (possibly finding a way to follow up)
- Make sure to thank guests