

Biggering your workshops

Why this workshop?

Workshops constitute a major part of most district conferences & conventions (mainly NY Speaking and District Convention). As the older generation starts to move on, we'll need new brains and new members to start developing these skills to run future New York Workshops! This is for members who (1) have a great workshop idea but don't know how to present it, (2) want to run a workshop but don't know what to run a workshop on, (3) want to develop public speaking skills, and (4) want to participate beyond the club level.

Don't forget: workshop opportunities exist on the international, district, division and, yes, even club level! Presentations/Workshops are a great way to spice up club meetings and bring something new to members.

Goals of a typical workshop (Brainstorming Activity)

When you attend a workshop, what do you hope to gain or accomplish? Consider the workshops you have attended in the past. What did you like about them, and what didn't you like?

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As a presenter, what do you hope people will gain from the workshop? Consider the tenants of service, leadership and fellowship!

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The two main “types” of workshops

Although all workshops have a lecture component and a discussion component, some topics lend better to each specific “type.” Today, we will be exploring the difference between the two and the types of workshops that fall under each category. Of course, this is a generalized categorization... there are definitely workshops that work well in both, and workshops that do not apply to either (social or fellowship workshops, for example, cater to an entirely different interest).

Discussion-Based

Discussion-based workshops tend to be more open ended. Therefore, your goal as a workshop presenter isn't necessarily about telling people information, but about mediating a conversation between a group of people. This is especially effective for roundtables, hot topic discussion or for brainstorming ideas.

Discussion workshops tend to have a **lecture component in the beginning of their discussion**. This means that the presenter will usually start off with an overview of the topic and then go into discussion.

Examples of Discussion-Based Workshop Topics

- Fundraising Ideas
- In-House Service Projects
- Ways to get involved in our district and international service partners
- Effective publicity
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Lecture-Based

Lecture-based workshops take more time to plan and a little more work on the presenter's end, but this is because lecture-based workshops focus more on teaching as opposed to discussion. Lecture-based workshops tend to be the majority at an event, since people are interested in learning something from a workshop. This is effective for teaching members how to utilize a certain skill (like running a workshop), and for presenting complex information (like how to perform your duties as an officer).

Lecture workshops should almost always have a **discussion component integrated within their discussion**. A strong (useful) ice breaker at the beginning will bond the group as a whole, and a discussion-component will allow them to feel like they are part of the workshop.

Examples of Discussion-Based Workshop Topics

- Officer Workshops
- How to work with Kiwanis Family Branches
 - o The appropriate ways to work with Aktion Club Members (etc)
- How to Run a Workshop!
- How to charter a club or work with a club satellite
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Anatomy of a Proper Workshop

The Introduction – your skeletal structure

The introduction is where you (1) introduce yourself and (2) introduce your topic. Most introductions typically start with “Hi, my name is ____ and if you’re not here to discuss ____, you’re in the wrong room!” You can add a little information about your topic, what it’s all about, why it’s relevant to CKI (this is important if you want to have a professional development workshop, such as time management or effective writing). You should also include an “outline” of what you plan to discuss (ex: Today, we will be talking about [1], [2] and [3], so I hope you’re excited).

The Ice Breaker – some relaxing time to breath

This is the first way your attendees will get to know each other. I know not everyone is fond of ice breakers, but they are the easiest way to get everyone to talk. However, **ice breakers are only effective if they cater to the audience that you are talking to**. If you are talking to a group of presidents who already know each other, an ice breaker about learning each other’s names is probably not effective. On a similar vein, if you only have a group of 10, an icebreaker meant for 40+ people will not be effective. Here are some common (but not terrible) ice breakers:

- Trainwreck (needs space, for groups over 30)
- The Toilet Paper Roll (for groups over 20)
- Ninja (needs space, for groups between 15 and 20)
- Beach Ball (for groups over 20)
- Do you want to buy a duck (for groups between 8 and 15)

The Content – the meaty muscles of information

For a lecture workshop, this is the majority of your workshop. For a discussion workshop, this part will be significantly lighter. This is where you start to talk about the main content of your workshop. If you are using a video, this is the prime time to use it (typically at the beginning). This is also the section that you will **need notes** to prepare for.

Here are some tips to have a good “meaty” section

- **Prepare. Prepare. Prepare.** Have I mentioned how important preparation is? If I haven’t, let it be known: Preparation is the deal breaker in this section. It’s the difference between you knowing what you’re talking about and you getting lost in your own “schedule.”
- **Take pauses throughout your meat to check on how your audience is doing.** If they all seem to be dozing off, you might need to take a minute or two to do a few jumping jacks or just have everyone stand.
- **Eye-level versus Standing:** Some people prefer to stand, while others prefer to sit with everyone else. Discussion workshops lend better to the eye-level technique (unless you’re writing), while standing lends better to lectures.

Integrated Discussion – the heart of your workshop

This is simultaneously the best part and the worst part of every workshop. Every workshop should have a discussion (attendee-interaction) portion, but not every discussion works well. The best audience-participation sections (1) do not require past experience, (2) deal with relevant topics, and (3) is directly integrated into the workshop. Here are some tips to have a better discussion:

- Ask yes or no questions prior to having a discussion (How many of you know what the Eliminate Project is?). This allows you to gauge the experience level of the people in the room.
- Use big poster paper to write down suggestions and ideas.
- Have 2-3 prepared discussion questions/topics, just in case one of those topics fall flat.
 - o Example: What are some publicity tricks that your home club uses? Has social media been effective in your recruitment? What is some important information that you need to put on your flyers when recruiting?
- Always prepare 5-6 discussion points in case no one is talking.

Wrapping Up – stomaching the information

These are the big ideas or points that you want to hit on, almost as a summary to your introduction. This is how you tie in your discussion and lecture all together. This is also a good point to see whether people were engaged in the workshop or not. If people seem confused, or they seem overwhelmed with the information, now is the time to make sure everyone is on page.

Final Tips / Q&A

Final tips and Q&A should be at the very end of your workshop, in case people still have questions or comments to make. While you may not be able to predict all of their questions, you should be able to tell whether people are confused or not (or will have questions). Perhaps one section needs clarification or you didn't go over a specific part of your worksheet. Now is the time to answer any questions and provide any last minute advice.

In a discussion workshop, this is also the point for you to give your final input. Since you are mostly mediating in a discussion workshop, you may not have the opportunity to provide your own suggestions. Use this time to provide those suggestions.

Conclusion

Thank everyone for attending and always, **always**, provide your contact information. **ALWAYS PROVIDE YOUR CONTACT INFORMATION.**

Breakdown of Workshop Planning

The best way to make sure your workshop is successful starts well before the workshop is event presented. It starts in the planning stages. These are some of the things you need to do prior to presenting the workshop.

Workshop Planning Schedule

Week Before

- **Create a list of topics you want to cover** (hot topics). If you are talking about recruitment/retention, you will want to have a section on recruitment, spring recruitment, retention and retention of older/younger members (this is just an example).
- **Outline your workshop.** This means breaking your workshop down into the topics and figuring out how much time you want to devote to each section.
 - o Dedicating a certain amount of time to each section is **necessary** to making sure you devote the appropriate time to each section. It also allows you a visual perspective of the time that you have to run a workshop.
 - o Example: 5 minutes to ice breaker, 5 minutes to brainstorming goals, 10 minutes to workshop type, 10 minutes to workshop anatomy, 10 minutes to workshop planning, 5 minutes for materials and 5 minutes for conclusion/q&a.

5-3 Days Before

- Prepare your materials, if you have not done so already. This includes:
 - o Buying the things you need
 - o Finishing your powerpoint, if you plan to use one
 - o Finishing your materials, if you plan to print out materials
- Print out your materials (including a copy of your outline!)

1 Day Before

- Figure out how many people will be at the event and get a good guestimate of how many people will be at your workshop. This will allow you to choose an ice breaker that adjusts well to your event.
- Finalize your outline and write notes, such as facts and details that you want to mention!

Things I will not want to forget when I'm planning a workshop!

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