

# Designing Effective Events – Workshop Outline

## Purpose:

You'll have the knowledge and understanding to select and design an event that best meets the needs of your target audience.

## Outcomes:

- You'll be able to clearly define the purpose and outcomes for your event and match the activities to these
- You'll know how to make your message 'stick' through understanding the basic Adult Learning principles to successfully engage people
- You'll receive practical tips on facilitation of your events that are modelled throughout the workshop
- And you'll have some simple evaluative tools to measure the success of your events

## Program:

### Kicking off

- Get clear on what we're really here to do
- Making the workshop relevant to you

### Elements of Successful Events

- The essentials of event design
- Bad Learning Experiences VS Good Learning Experiences
- Challenges experienced in designing and running events



### Adult Learning Principles

- What are they?
- How can you incorporate them into your events?

### Seminars and Presentations

- What makes presentations and lectures suck?
- Assessing your preferred learning modality
- How you can use learning modalities to overcome this



### Engaging participants

- Hooks and 'one-percenters'
- Learning preferences

### Designing your next event

- Use the design template to map out your next event and get peer feedback



### Evaluating your event

- Four easy ways to evaluate your event without sending participants to sleep