

**The Art of Workshop Design**  
Workshop Planning Worksheet

<b>STEP 1: Identify the content area</b> <ul style="list-style-type: none"> <li>• What are you interested in creating a workshop about?</li> <li>• What is the educational need?</li> <li>• Will you conduct a needs assessment?</li> <li>• Why is this topic important?</li> <li>• What expertise is available for collaboration in preparation (content experts) and delivery (facilitation experts)?</li> </ul>	
<b>STEP 2: Identify the target audience</b> <ul style="list-style-type: none"> <li>• Who are the learners?</li> <li>• What background will they have?</li> <li>• Will there be variability in their knowledge and experience?</li> <li>• What will their expectations be?</li> </ul>	
<b>STEP 3: Define the goals and objectives</b> <ul style="list-style-type: none"> <li>• Goal – broad statement of intent</li> <li>• Objective – learner-based statement of what is to be accomplished (SMARTER)</li> </ul> <p>By the end of this workshop, participants will be able to ....</p>	
<b>STEP 4: Determine the educational strategies</b> <ul style="list-style-type: none"> <li>• Choose a variety of teaching and learning methods</li> <li>• Promote experiential learning, feedback, reflection, and application</li> <li>• Match teaching methods to content and objectives</li> <li>• Consider teaching aids (e.g. handouts, worksheets, cases, AV materials)</li> </ul>	
<b>STEP 5: When, Where and How: Logistics</b> <ul style="list-style-type: none"> <li>• Order of each activity</li> <li>• How much time for each activity?</li> <li>• Will there be breaks?</li> <li>• Include time for participant movement (into/out of small groups, to other rooms, etc.)</li> <li>• Include welcome, introductions, summary, and closing</li> <li>• How many facilitators? What are their roles in each activity?</li> <li>• Room reservations</li> <li>• Food (lots!)</li> <li>• AV and computer equipment</li> <li>• Materials (handouts, flipcharts, worksheets, pens/pencils, other supplies, etc.)</li> <li>• Finances (costs, budget, financial support)</li> </ul>	

<p><b>STEP 5 (cont)</b></p> <ul style="list-style-type: none"> <li>• Publicity (announcement, flier, etc.)</li> <li>• Registration, participant contact info, confirmation</li> <li>• Administrative support</li> </ul>	
<p><b>STEP 6: Evaluation and Feedback</b></p> <ul style="list-style-type: none"> <li>• How will you know you've met your goals?</li> <li>• Evaluation of content, relevance, teaching methods, knowledge/skill acquisition, intent to change behavior</li> <li>• Solicit feedback</li> </ul>	