

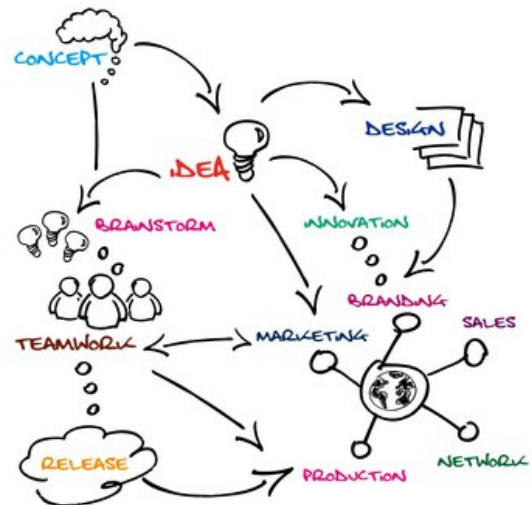
Online Workshop Project Planner

Workshop Project Plan for 6-Week Workshop

Workshop Project Plan	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8
Design & Planning								
Speaker Communications								
Attendee Communications								
Registration								
Marketing								
Content Development								
Site Configuration								
Event Facilitation								
Debrief/Analysis								
Certificate Processing/Awards								

6 Months Ahead: Create Workshop Design

- ❑ Dates, duration
- ❑ Speaker identification
- ❑ Syllabus design
- ❑ Interactive elements
- ❑ Marketing plan: audience, pricing



5 Months Ahead: Marketing the Workshop

- ❑ Branding
- ❑ Marketing materials
- ❑ Promotional website
- ❑ Mailing lists, listservs, previous class lists
- ❑ Social media: Facebook, Twitter
- ❑ Incentives: Targeted discounts, certificate, SHRM credits, free preview webinar featuring the star presenter

5 Months Ahead: Online Registration



- ❑ Set up e-Commerce
- ❑ Collect participant data
- ❑ Plan pricing discounts:
 - ◇ Timed: “Early bird” etc.
 - ◇ Student
 - ◇ Non-profit/healthcare
 - ◇ Referrals
 - ◇ Groups
- ❑ Create confirmation e-mails — first contact; welcome, next steps

4 Months Ahead: Speaker Communications

Connect with presenters...

- ❑ Invitation, commitment
- ❑ Get handouts, PPT slides
- ❑ Set expectations for online participation
- ❑ Technical readiness (webcam, bandwidth)
- ❑ Pre-record “teaser” video for marketing
- ❑ Rehearse live broadcasting sessions

Connect with participants...

- ❑ Welcome at registration
- ❑ Continuous connection until event
- ❑ Set expectations for workshop participation
 - ◇ Online posting
 - ◇ Live event schedule
 - ◇ Weekly activities and assignments
 - ◇ Certificate requirements

4 Months Ahead: Website Configuration

- ❑ Site Design:
 - * Color scheme
 - * Graphics and branding
- ❑ Site Configuration:
 - * Create “how-to” site navigation instructions
 - * Weekly pattern of activities
 - * Live event set-up: A/V streaming, telephone breakouts
 - * Participant profiles (collect networking data)
 - * Readings and videos



During the Workshop: Online Facilitation

- ❑ Lively welcome announcement in site
- ❑ Live webinar kickoff
- ❑ Live weekly meetings with Presenters
- ❑ Responses to participant discussion posts
- ❑ Dynamic roll-out of content in site
- ❑ Frequent, friendly announcements about unfolding events
- ❑ Private messaging to individuals as needed; tech support

After the Workshop Concludes: Post-Event Wrap-Up

- ❑ Post-workshop surveys
- ❑ Debrief with presenters
- ❑ Lessons learned
- ❑ Plan the next one!

