



Train the trainers toolkit

# How to successfully run workshops to engage with your regional community



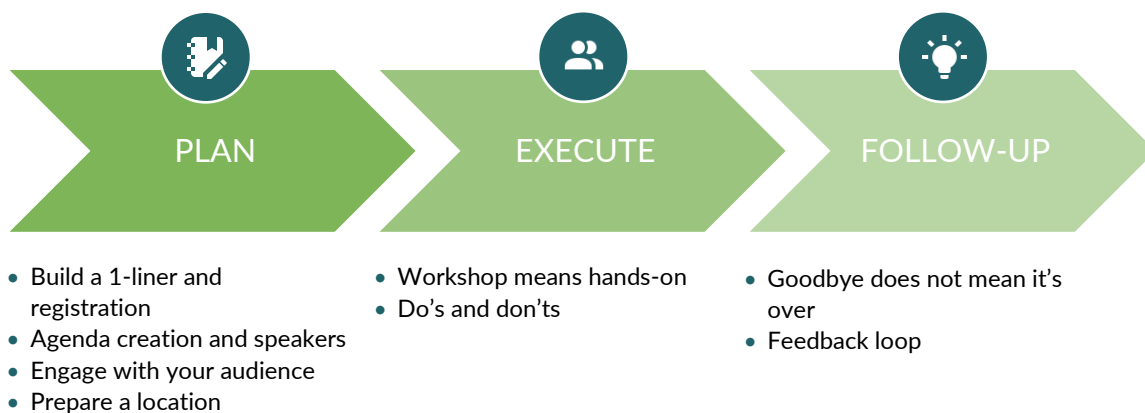
## 1. Successful workshop. Stages for an I4MS to organise workshops

A workshop is a handy tool to convey an intensive educational experience in a short time. It is a great way to teach practical skills because it allows participants to try new methods and fail in a safe situation. Moreover, this event will enable participants to transmit their ideas, producing feedback from both them and the presenter. But the most important thing about a workshop that takes place between people who work together is that it will allow them to create a sense of community or common purpose.

I4MS has a community that brings together the key players in the European smart manufacturing ecosystem, representing the central pillar of information to keep abreast of the latest technologies, market trends, and financing opportunities. For this reason, it has to fulfil specific purposes, such as teaching the participants skills and the chance to practice and receive comments on techniques and concepts they already know. It is also essential that the participants receive valuable and novel information, which would be possible if they could be familiarized with crucial material for their work.

The I4MS proposal aims to accelerate the adoption of digital technology to impact companies, regions and sectors that are left behind and support small-scale, personalized and profitable products based on secure digital technologies. For this, it is necessary to raise awareness about the adoption of new advanced technologies, manufacturing technologies and the benefits offered by the I4MS ecosystem, which will be possible through the workshops demonstrating capacity building by I4MS.

These workshops will follow 3 stages for their organization, as shown in the following diagram. Below we will detail the points to follow in each of these states.



### 1.1. Plan

#### BUILD AN APPEALING 1-LINER AND REGISTRATION

Having and expressing the event's goals from the beginning is essential. It can also be helpful to identify the questions that the workshop is trying to answer. Write the plans on a board in front of everyone. This way, you can track when you have been successful during the workshop. You need to pitch your event. Find "the" sentence that summarises and raises interest.

## TIPS

- **Include a question or an action:** *How to...? What are the best...? Improve your skills by... Discover the best...*
- **Numbers are always appealing:** *How to increase 15% your production rates? What are the best tools to scale up 20% of your revenues?*
- **Answer should be the name of the Initiative:** *I4MS Regional Workshop*
- **Build a registration form with the one-liner:** *Google form, eventbrite, etc.*

## USAGE

- **Social media:** *One liner + link to registration à Straight forward*
- **Emails:** *One liner as subject of your emails*
- **Include date-time of the event in second line.** *Always clear in communication to qualify potential attendees depends on two things: “what” and “when”*

## AGENDA CREATION AND SPEAKERS

Once the main objective and the participants are known, it will be necessary to develop an outline of how the aim of the event will be achieved. The more detailed this agenda is, the more you will ensure that the workshop runs as scheduled and is successful. An example to consider is the organized schedule for [the I4MS Stakeholder Event on October 19, 2022, in Budapest](#). An agenda with such an organization is intended to bring the manufacturing ecosystem together and exchange success stories, lessons learned and insights. It is an event focused on networking and showcasing opportunities for European Digital Innovation Hubs (EDIH), European projects, SMEs, technology providers and other Industry 4.0 stakeholders driving innovation and technology adoption across the EU. Some tips that could be followed to create a plan of this type can be:

## TIPS

- **Divide the agenda into similar blocks and add them a title:** *use the one-liner tips too.*
- **Identify what is the block flow:** *lecture? Panel? Interaction with audience?...*
- **Describe timing:** *Block starts at... ends at...*
- **Speakers:** *Write down the best names you have at your reach for each of the blocks. Include a substitute speaker just in case. Share the list with names (it's a draft) and ask for confirmations in a defined time (1 week is more than enough). Close their participation.*

## USAGE

- **Social media:** *Do a presentation of speakers one by one. People care about people, not about the time of the lunch break. Agenda as a link.*
- **Emails:** *Attach the agenda (even a draft) when trying to convince.*
- **Agenda means registration details in the first place.**

## ENGAGE WITH YOUR AUDIENCE

At this stage, it is essential to remember who our "person" for the workshop is to know what they expect, their needs, expectations, weak points, and interests. Another aspect to remember in this type of event is that it is not a conference; the key is to involve your audience, where everyone can participate. Therefore, the focus in this part is to define the target groups of attendees and build a strategy for each one with the objective of **turning awareness into registrations**.

### TARGET GROUPS

- **Multipliers (industry clusters, associations, chambers of commerce)** : contacted via phone or email, they are perfect multipliers.
- **Media:** regional events require local press to raise awareness. Build a list of local/regional newspapers/online media and launch a email-campaign. Many will publish for free.
- **General public:** online via social media and own blogs

### PROCEDURE

- **Multipliers and Media.** à Build lists. Contact. Iterate. Set up a numeric objective of external links and expected response rates. Go for it!
- **General public** à If possible promote (paid) via social media to target groups that might be interested. Plan an organic campaign on posts, tweets, etc for at least 1,5 months prior to the event.

## LOCATION

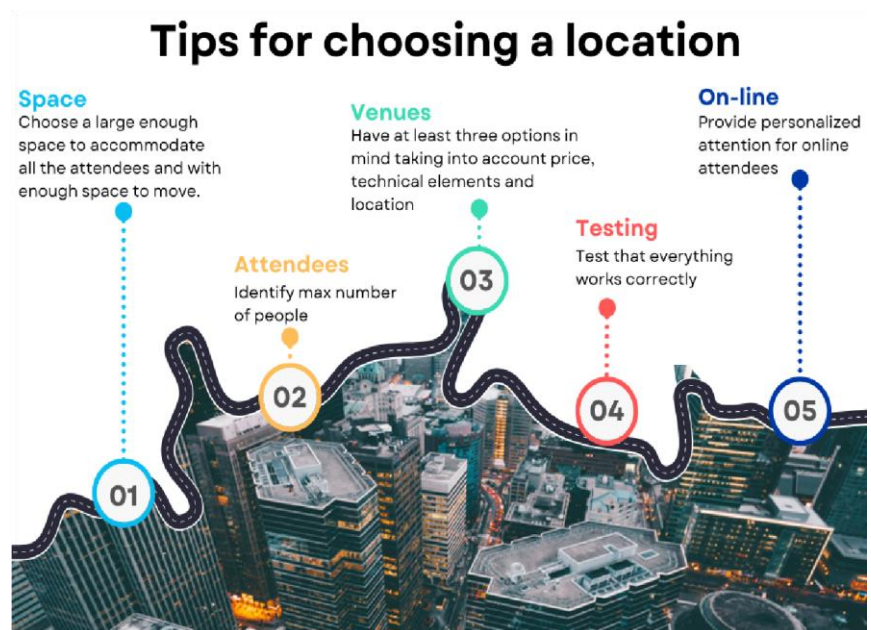
This part should not be overlooked, although it may seem minor. A workshop begins to look like it's going to happen when the date and place are already decided. Choosing the location is often the first consideration. Keep in mind that many offices lack ideal spaces for workshops, so it is advisable to consider remote locations that are also easily accessible. Working outside the workplace can help get people out of their typical mindset. A change of scenery can be helpful for some companies, especially in environments entrenched in the status quo.

For them, the requirements that must be met by the place where the event will take place must be known, so it is suggested to take into account the following:

- A distribution of the set you need: stage and audience. This advice is essential since you must choose a large enough space to accommodate all the attendees and with enough space to move. Be sure to select a room that can proportionally accommodate the expected number of participants while respecting your personal space.



- Clearly identify max number of people.
- If you don't manage the venue. Check at least 3 venues. Decide based on 3 things: **Price** (cheapest), **Technical elements** (mics, internet, confort..), **Location** (parking, public transport available, nice surroundings...) Score each from 1 to 3 from worse to best. Add scores. Max score wins.
- Test all presentations, sound, internet connection 1 week prior to the event and the day before.
- Hybrid event would require a person dedicated to test people online can hear what is going on.



## 1.2. Execute

### WORKSHOP MEANS HANDS-ON

Once the event has been planned in detail, it is time to put it into practice. For a workshop to be successful, you must believe in the ideas being conveyed; this way, people are much more likely to understand and accept what is being presented.

Once the event has been planned in detail, it is time to put it into practice. For a workshop to be successful, you must believe in the ideas being conveyed; this way, people are much more likely to understand and accept what is presented to them. To execute an event of this type, it is necessary to consider three aspects. **1- Materials**

It is necessary to have the essential material for the exhibitors, such as a virtual whiteboard, computers or other physical elements that are useful to them. The materials offered to the participants must also be considered, which, most of the time, are informational brochures that they can consult later. It could be deemed to have pamphlets in digital format to send to everyone before or after the workshop. **2- Work team**

All activities must be correctly distributed. Knowing the group of people you work with can help you understand what roles they should play. In addition, everyone should have quick and easy communication in case anything unforeseen arises during the event.

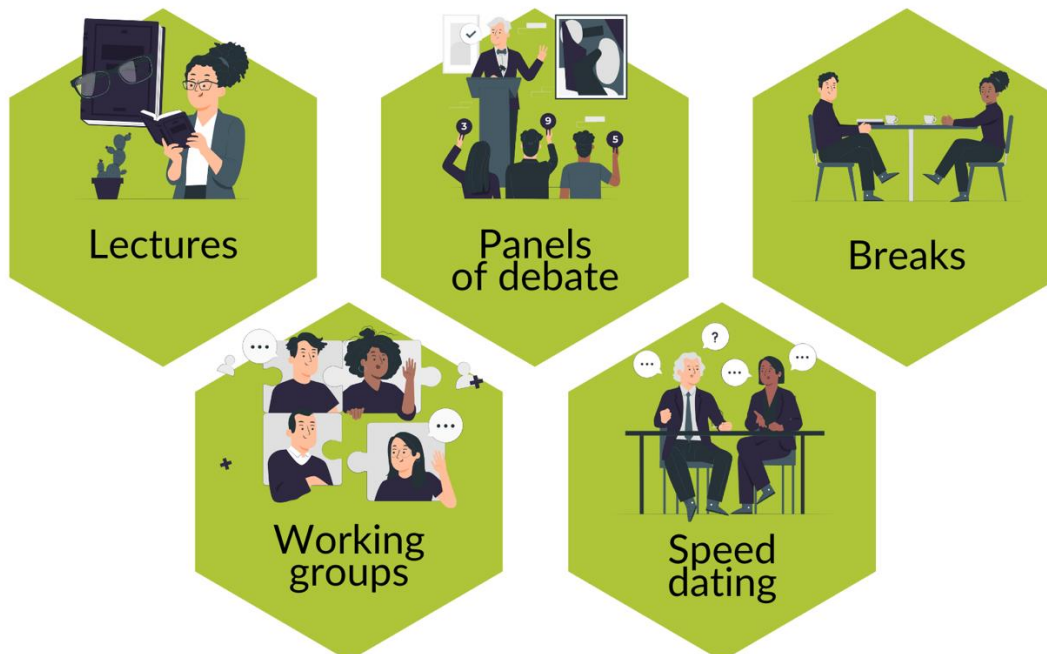
### 3- Personal energy management

It is recommended that the personnel who have to be working throughout the workshop correctly manage their time and energy to achieve maximum performance on the day of the event. Some advice could be carrying out meditation and concentration activities, coaching with trusted colleagues or a professional coach.

On the other hand, the information to be transmitted in a workshop can be done in different ways to maintain the participants' interest. Carrying out a workshop in the same format can cause the attention of those involved to be lost. Therefore, variety is sought, and for this, some suggestions are presented:

#### TYPES OF SESSIONS

- **Lectures:** 20' max. 10' is ideal. Check speakers have experience in this type of talks. Avoid standing pedestal structures as much as possible. Speakers should be able to walk free (online followers need to follow the speaker and the sound properly).
- **Panels of debate:** Each panelist should not be speaking more than 1 minute without being interrupted. It's a debate not a series of monologues.
- **Breaks:** offer food and drinks. People talk with food and drinks.
- **Working groups:** Connect people that do not know each other to execute some sort of exercise reflection, etc. for 10-15' minutes. Name representatives. Do presentations. Repeat.
- **Speed dating:** 5'-10' per meeting. Prepare a room with tables and chair. Effective and sort. Have someone keeping time and forcing the changes.



## TOOLS

- **Slido:** run surveys, Q&A sessions with the audience. You can offer freebies to ensure attention is retained.
- **Miro:** ideal tool for collaborative (online) sessions.

## DO'S AND DON'TS

Carrying out an event of this type requires a series of steps: planning, preparation and implementation. However, the fact that the workshop is already taking place does not mean that everything has to be taken for granted. The actual performance of the workshop includes three phases: introduction, content and closing. Therefore, you should always be immersed in this event, and some points are suggested to keep in mind so that no unexpected surprises occur.



**DON'TS**

- Underestimate logistics.
- Test before the event.
- Confirm with speakers and attendees their presence (Free events have high percentages of no-show +30%).

**DO'S**

- Timekeeping: you'll be late if you don't. 100% Cronos, alarms even switching off the mics.
- Finalize the event with networking. Always. People will stay for a bit longer.
- Give guidelines for speakers: time, technicalities, etc.
- Speakers are the "rockstars". Treat them as such.
- Build a comms-package to easily share information about the event (banners, emails to be forwarded, copies for social media and all logos).

## TOOLS

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- **Miro:** ideal tool for collaborative (online) sessions.
- **Sendinblue, mailchimp:** to send agenda, reminders and confirmations in an automatized way.

## 1.3. Follow-up

Once the workshop is over, there is still work to be done. The next step is to follow up on the work done, where it is essential to learn, celebrate and reflect on the event, which will build momentum for the next workshop. It is important to have evidence of what has happened and to monitor the participants, making them protagonists of the event through dissemination channels. Some suggestions to achieve this would be:

### AFTER THE EVENT

- Presentations, videos and materials in less than a week. An example of this is the [Better Factory at the I4MS Regional Workshop in Budapest](#), where evidence of the event was presented with links to the profiles of some of the participants. Add an online picture gallery easy to be shared.
- Create some easy-to-be-shared copies and send them back to the audience.
- If feedback is outstanding tell the world.
- If you are building a community via Telegram Group, Newsletter, Slack or whatever be sure you added the attendees inside.

Once the experience acquired with the participants has been celebrated, it is time to reflect on and evaluate the workshop. The latter is of vital importance since the evaluations provide concrete feedback to the facilitator on how the workshop was received, information that will be considered for the planning of future workshops. In addition, evaluations require participants to reflect on the workshop, including the facilitation, content, processes, facilities, how they might use what they have learned, etc. Here are some tips to keep in mind for this feedback loop:

- Short and fast.
- 3-minute survey max.
- If you can add different entry points you can set up longer feedback loops (star rating per session right after the session).
- Do not send text-based questions. Avoid them as much as possible.
- Feedback should be right on the spot. Waiting over 24h to request it is useless.





## 2. Examples of events where I4MS has participated

**Factories of the Future Workshop:** an event held in Barcelona, Spain, in 2013, where I4MS initiatives were presented. The main objective of this conference was to make I4MS known to Catalan SMEs and R&D developers. This event had more than 50 participants, and a launch was made of the open calls until then, presenting the opportunities of the Factories of the Future in Horizon 2020.

**Hannover Messe:** I4MS was part of the world's largest industrial fair held in 2014 in Hannover, Germany. This was an excellent opportunity where the possibilities offered by I4MS to innovative SMEs through its open calls were made known.

**Fostering Innovation for Cyber-Physical Systems:** a workshop that allowed exploring innovation measures under the LEIT-ICT and LEIT-FoF 2014/15 work programs of Horizon 2020 in the domains of Smart Cyber-Physical Systems, low-power personalized computing and ICT for manufacturing.

**I4MS Road to Market Workshop:** this workshop served to guide SMEs on their way to the market, facilitating their event strategy. The workshop was an excellent experience for all the participants since it was possible to understand the importance of marketing and communication at fairs, how to overcome them and take advantage of them.

**Advanced Factories Congress:** with a stand at the congress, it was possible to voice the different innovation actions of I4MS and answer the public's doubts while the industrial trade was taking place.

## 3. Conclusions

The use of workshops to promote positive changes in specific fields of work is a tool with guaranteed success if they are carried out considering the three states mentioned and explained above (Plan, Execute, Follow-up). With this activity, we want to provide valuable information for the attendees, using the evaluations at the end of each workshop as impact indicators. It can be said that with this type of space, learning is achieved between and with the participants, combining theory, practice, and a reliable environment towards achieving a specific objective or topic. Carrying out a workshop requires a lot of prior preparation; there is no place to leave things to chance, and everything must be planned in advance and responsibly.

The use of workshops promotes trust among the audience, creating an environment of safety and openness. It also marks authority, demonstrating that the topic to be treated is perfectly known when holding an event of this level. Realising strategic and successful dissemination through the workshops will make it possible to attract new people interested in the proposal presented.

