

Educational workshop



TYPE OF TOOL: **INTERPERSONAL COMMUNICATION/PUBLIC SPEAKING**



Goals

- Sensitization, Inform, Education, Training



Targets

- Youth
- Communities
- Technical Partners
- Internal Collaborators/Associates



Production Steps

The Education Workshop is a working group meeting that is organized around a set theme. It is aimed at young people and adults.

DESIGN

The goal and the topic of the workshop should be clearly defined. It is during the Conception Stage that the needs and objectives of the workshop are analyzed and adapted for the target audience. This information to make this assessment can be gathered by doing a questionnaire or through informal sampling. Once done, choose the best pedagogical strategy and approach (which should include some practical, hands-on exercises), also plan to do a Final Evaluation. It is often recommended that an educational workshop be led by a facilitator, a trainer, and, if needed, a technical advisor or specialist. If possible, conduct a pre-test run-through of the workshop prior to the actual start, including testing any equipment that will be used. Workshop materials should be prepared in advance i.e., photo copies, Power Point Presentations, photos, videos, website links, supplies, etc. The workshop should be held in a space that is conducive to such an activity.

PRODUCTION

The idea is to bring together a group of people for various objectives, e.g., to share knowledge and experiences; become informed about a current situation related to the theme; master a new skill or acquire specific knowledge. It is therefore important to motivate the participants, to explain clearly, and to use the most effective educational/training approach (bringing in professional specialists, if needed). Be sure to plan time for breaks in the program schedule. Make sure to balance the sessions between those that require a lot of time and attention and those that are lighter. At the close of the workshop be sure to have the participants fill out the Final Evaluation form in order to gather feedback about their level of satisfaction and comments. To capitalize on the workshop, be sure to document the workshop sessions as they are taking place through photos, videos, and interviews.

Key points:

Prior to the start of the workshop be sure to do a test of all equipment that is to be used. If it is possible, do a pre-workshop 'run-through'. Use appropriate pedagogical methods and language (appropriate level for the audience). Be flexible and ready to adapt to the environment. Facilitators should not monopolize the floor conversation, instead they should encourage dialogue and interaction among the participants.



Content

Communication Tools; Educational Materials.

MESSAGES

Awareness and sensitization. Education. Training. Adapt the vocabulary and examples when the target audience is children.

IMAGES

Visual images, including animation, are a good way to capture audience attention. Make sure they do not distract attention away from the discussions.



Experience Capitalization

Educational Workshops offer moments for knowledge and experience sharing that should be documented and archived for future use. Materials produced from the workshop (documents, interviews, photos, videos, etc.) could be shared later via other mediums e.g., Internet, radio, TV, newspapers, Social Media and, for partners, via Email. Make sure you have proper authorization from persons prior to sharing their images publicly.



Indicators

- Level of response from the participants, the interactions.
- Results from the Final Evaluation questionnaire.

Example

Illustration: Photo of the Biosfera workshop for children