

Designing & Facilitating a workshop

ACTIVITY

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Process Management for Media and Design

Designing & Facilitating a workshop: Activity

Design a facilitation guide for a workshop/s.

The workshop/s should help you advance with the project you were assigned.

Group activity

Submission format: text document (A4)

Deadline: Wednesday, 12:00 pm

Facilitation guide: why preparing one?

They help to:

- **Coordinate tasks** with a team of facilitators (the bigger the team, the more necessary they are).
- **Train** the facilitators involved in the workshops.
- Have **consistency** when running the same workshop multiple times.

Facilitation guide: aspects to consider

ACTION	DESCRIPTION
Define the context	At what stage of the project is the workshop happening? How many people you plan to involve?
Set the goal	What is the desired outcome of the workshop?
Define the questions	What information you need to collect in order to reach your goal?
Outline the process	What activities will participants do to answer your questions? Specify the agenda, duration of the activities, materials...



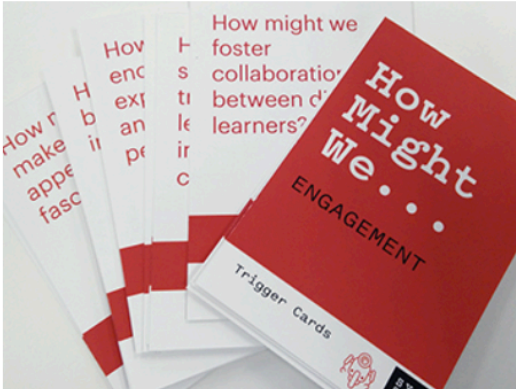
15:00- Task 2: Identifying challenges and opportunities

Duration: 40 min. (15 min. for brainstorming + 25 min. for clustering)

Group size: 8-9 people (2 subgroups per theme group).

Materials: How Might We triggers, proto-personas, craft paper (big roll), post-its, markers.

Description: The working space (whiteboard or paper on the wall) is divided in 2 areas: one for identifying challenges and another one for the opportunities. Different color post-its can be used to identify challenges and opportunities. Participants start by brainstorming. After this, they are asked to review all post-it notes and organize them (grouping similar concepts, stablishing hierarchy relations...)



Questions?