

QUICK REFERENCE GUIDE

We have developed a quick reference guide for you on how to set up an effective campaign in a workshop . We recommend a group size of 6-10 participants. One or more of you will have to lead the workshop. This guide gives you an overview of the campaign materials. At the end of this short guide you will find a checklist to help you prepare for the workshop.



How do the materials help you?

Video

The video explains the nine steps of campaign planning in about two minutes. It is a good way to introduce a workshop.

Poster

The poster briefly describes the nine steps of campaign planning. It is particularly suitable as orientation for the participants as well as the leader of the workshop. Print out the poster and hang it on the wall so that everyone can see it during the workshop.

Each poster step contains a:

- number that specifies the sequence of the steps
- brief description of the recommended method
- recommendation on how long this step should take
- checklist so that you can record your progress

Manual

The manual is a detailed guide. We explain the goal of each step, propose a suitable approach (method) for implementation, and explain it using practical examples and graphics. In particular, the manual supports the workshop leader in preparing and implementing a workshop. Texts specific to the leader are therefore marked with a microphone 🎤 symbol.

PowerPoint

Use the PPT presentation as a template for your own introduction to the kick-off workshop and adapt it to your needs.

WORKSHOP PREPARATION

Identify the leader of the workshop:

The earlier you decide in the group who will lead your kick-off workshop, the better. Then, the leader can coordinate all organizational matters in advance of the workshop. The rest of the group should support the leader when necessary.

Organize a date and venue for the workshop:

Find a date when all group members have a full free day (e.g. using an online tool) and organize a room with enough space. When choosing the venue, remember that toilets should be available and think about the catering. Inform all participants in good time when and where you are meeting, and let them know if they have to bring anything along.

Read the poster and manual and send them to all participants (compulsory for the leader):

Take a close look at the poster and read the manual carefully. The methods in the manual are recommendations on how you can achieve the goals of each poster step. Adapt your approach if necessary. Always orient yourself towards the goal that you want to achieve in the respective step. The more familiar you are with the materials and methods, the more you can concentrate on content in the workshop.

Make a list of materials:

Write a list of the materials you need for your kick-off workshop (e.g. laptop, projectors, poster, stationery). Our workshop checklist helps you to think about the most important things, but you may need to supplement it.

CONDUCTING THE WORKSHOP

○ Prepare the room and hang the poster visibly

Provide all the materials for the workshop and hang the poster in a clearly visible place.

○ Welcome and introduction by the workshop leader

The leader welcomes all the participants and gives a brief introduction to the workshop programme. Use the PowerPoint presentation to explain the essential steps of campaign planning and implementation; if applicable, the poster can also be used so that everyone gets a good overview. In your first meeting you will only work on steps 1-5. The remaining steps will be covered later. Explanation of the exact processes and individual methods can be done with the respective step.

○ Go through the poster step by step

The indicated timeframes are given for guidance. You do not have to follow them exactly. However, avoid extending the timing too much. Select a participant from the group to be the timekeeper.

Check whether all goals on the checklist have been achieved for each step. Only then should you continue to the next step.

○ End of the workshop

The day's objective is reached when you have completed poster steps 1-5. Take pictures of your results. Briefly clarify the next steps, and have a short feedback session.

WORKSHOP FOLLOW-UP

Produce minutes of the workshop and send it to all participants:

Keep a record of your first workshop. The shorter the better. It is important to record the mutual findings, responsibilities, and next steps.



TIPS FOR THE LEADER

Start with a warm-up session (e.g. question round, present agenda)

Use cue cards

Activate your group members

Write down all ideas

Stay goal-oriented

Summarize the results for the group

Take breaks

Keep an eye on the time

CHECKLIST OF MATERIALS

- Print the poster (preferably single page on A3)
- Organize a projector if necessary
- Cue cards for all participants (big enough for labelling)
- Pens for all participants
- Laptop (for the projector, online research, or to use organizational tools)

