

WORKSHOP CONCEPT

The essentials for an event at a glance.

As a basis for further clarification of the order, detailed planning, marketing or for discussion in the decision-making circle.

TITLE

> 3-4 sentences explaining the background and reason. Why are we doing this?

OBJECTIVES

> What is our issue?

PARTICIPANTS

> Target groups (must / can / spectators)
> Number of participants (min – max)

CENTRAL CONTENT

> 4-5 Core issues to talk about

METHODS

> How do we want to work?

FRAME

> Location
> Time
> Collaboration Plattform

PRE / AFTER

> Process in advance of the event
(invitation, concept, catering, pre-work,
communication etc.)

> Reflection- / follow-up workshop or
process afterwards: What is going to
happen with the results?