

H A N D S - O N

W O R K S H O P
S E R I E S



BACKGROUND

Hands-on is an ongoing workshop series focused on developing a creative skillset. Some workshops cover skills outside of our professional roles, while others work toward specific professional goals.

OBJECTIVE

Create a workshop that teaches your coworkers a skill, technique, or creative project through hands-on learning.

A U D I E N C E

Workshops are broken into 3 categories based on different audiences:

All Agency

Anyone who wants to participate from the Portland office

Department Specific

Members of one specific team

Skill-Specific

A group of 4-6 individuals who have expressed interest in learning a specific skillset

We will send you a list of who will be invited to your workshop. Participants may have some experience with your topic. Feel free to send out a survey to address their skill levels before your workshop

WORKSHOP GUIDE

HANDS - ON

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TOPIC

What do you want your participants to learn? (We will set up a time to talk with you about your topic for the workshop and specifically what you want to teach.)

Be as specific as possible and create a clear intention for the workshop.

For example:

Students will learn to make a woven wall hanging using a loom

METHOD

Now that you have a clear idea of what you want your participants to learn, break down the task into approachable steps. Identify what your participants will need to know or learn in order to successfully accomplish their task.

For example:

I will teach students how to warp a loom, 3 types of stitches, and how to tie off and finish.

STRUCTURE

The Hands-On Workshop series focuses on creating something that each member can actively contribute to. Thankfully, this isn't a 2 hour lecture. With that in mind, create a structure that allows the participants to work on the task that you are teaching.

Consider including the following steps:

Introduction (to the topic as well as yourself)

Presentation

Exercise

Discussion and Questions

DETAILS

Write down the details to each of your steps including what you want to say, how you will show each step (a Keynote, physically creating, or other), and timing.

For example:

Introductions to weaving and the tools - 15 min

Warping demonstration - 5 min

Students participate - 15 min

Basic stitch demonstration - 5 min

Student participate - 15 min

etc.

CREATE

Now that you have an idea of what and how you want to teach your workshop, create the content for the workshop. This can be in a Keynote, handouts, or other method you prefer to use. Walk through your presentation before the workshop to make sure everything flows well, makes sense, and is within the two hour time-slot.

As you create your workshop, make sure to walk through the workshop checklist .

Consider creating a take-away, or something the participants can keep with them, from the workshop.

CHECKLIST SCHEDULE

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D A T E S A N D T I M E S

Schedule your workshop for a date that works for you and your participants. The times of your workshop will depend on the type:

Agency-wide and Design-only: 5-7pm

Skill-specific: 11-1pm

FOUR WEEKS PRIOR

Begin to plan your workshop

Create a poster for your event (Work with Kira and Matt if you need help)

THREE WEEKS PRIOR

Create your presentation

Source supplies—if needed

TWO WEEKS PRIOR - ALL AGENCY WORKSHOP

Send out email invite to participants

Right click the time and date you want to have your workshop in your Outlook calendar and select New Meeting. Invite pdx.everyone@akqa.com and pdx.freelancers@akqa.com

If there is a maximum amount of participants, note this in the email and select “request responses”. Make sure to keep track of accepted invites and notify those who are put on a waiting list.

Include what the participants will need to bring (notebook for notes, homework, etc.) and what to expect at the meeting (food, drinks, materials, etc.) in your invite. Keep in mind that workshops are a laptop-free zone, unless needed for the task.

Begin to plan out food and drinks

TWO WEEKS PRIOR - DEPARTMENT SPECIFIC AND SKILL SPECIFIC WORKSHOPS

Send out email invite to participants

Kira or Matt will inform you who is invited to your workshop.

Right click the time and date you want to have your workshop in your Outlook calendar and select New Meeting. Invite the group of people on the list you've received

In invite, remind participants to let their PMs know that they will be unavailable during the time of the workshop

Include what the participants will need to bring (notebook for notes, homework, etc.) and what to expect at the meeting (food, drinks, materials, etc.) Keep in mind that workshops are a laptop-free zone, unless needed for the task.

Begin to plan out food and drinks

WEEK OF

Order food the day before your workshop. Make sure you know the dietary restrictions of the participants. Work with Rae or Sam to order food and drinks with the company card.

Finalize the details

Send a reminder email **the Monday before your workshop** (or at least 2 days before). This is also a good time to ask if there are dietary restrictions.

B U D G E T

All Agency workshops have a budget of \$200 for materials and/or food. If you order materials through Amazon, please contact us for the company's account information. If you order materials from a different source, you will need to pay for the materials upfront and then reimburse your expenses.

Skill-specific workshops have the budget to order lunch for the participants.

FOOD AND DRINKS

If you are planning to have food or drinks at your workshop, you will need to order the food the day before the event. Make sure you know the dietary restrictions of the participants. Work with Rae or Sam to order food and drinks with the company card.

