

Workshop in a Box Hosting Toolkit

This guidance document is intended to assist you in preparing a proposal for a Workshop in a Box and can provide continuing advice on how to proceed after a proposal is accepted.

Planning A Workshop

Event Types

Typically, the workshops can fall into two broad categories. The first is **Industry Advancement** type workshops. These will focus on developing solutions, coming together to discuss a problem, or pushing the state of knowledge forward. At the end of the workshop, there should be a deliverable or product, such as a report, a publication, etc.

The second type is a **Training-Based** workshop, which should educate attendees on a specific subject matter. These need to be highly interactive, hands-on, and immersive educational experiences.

Engaging the Audience

Interaction is what makes a workshop a workshop (at least 60% of the day should be interactive to be considered a workshop). Your proposal should not be for a lecture or technical session-style set of presentations back-to-back. The interactive activities need to be well-integrated throughout the day. Facilitators are encouraged to brainstorm and incorporate interactive activities to deliver their subject matter expertise and content in a meaningful way to the participants. Examples of interactive activities are:

- Case study analysis & discussion
- Interactive demonstration
- Role play
- Tabletop exercises

Below are some links that may be helpful in thinking up engaging activities:

- <https://www.sessionlab.com/templates/>
- <https://app.sessionlab.com/sessions/8cEUFw?tab=info>
- <https://www.sessionlab.com/blog/planning-a-workshop/>
- <https://www.sessionlab.com/library>

Selecting a Location/Venue

The applicant/organizer is responsible for securing the event location and is encouraged to seek low- or no-cost venues. This could mean planning in conjunction with another industry event such as, WEFMAX, Member Association event, and/or other local/regional affiliate event, to maximize space and audience reach.

Registration

WEF will host online registration, determine registration pricing, and collect registration fees.

Promotion

WEF will provide marketing support in the form of social media posts/graphics/emails etc.

Applicants are encouraged to take advantage of their own social media accounts and networks to spread the word as well.

Workshop Topic(s)/Program

- A proposed workshop should build a community around a specific topic and/or problem.
- The workshop program should identify questions to be answered during the event and must be solutions-focused/oriented.
- The workshop program must include next steps/final product. Ideas for deliverables include fact sheets, white papers, or webinars.

WEF will prioritize proposals that align with its strategic plan. Click here to review the plan and ensure that the proposal is in alignment with and/or advances WEF's mission and core values.

Workshop Facilitation

Selecting facilitators (or speakers) is one of the most important steps in curating a workshop. All speakers should be thought of as facilitators even if they are providing talks. Through their presentations, speakers should think of themselves as facilitators of learning for the participants. The goal of the presentation is to stimulate thought and leverage intellectual equity and curiosity in the room. Diversity among facilitators is important for representation of different organizations, utilities, companies and sectors within the water environment. Additionally, facilitators should be mindful of diversity within the audience of the workshop.

Partners

We encourage you to partner with a WEF community, Member Association, a local utility, or another WEF stakeholder group that can provide support, whether that support is through a sponsorship, in-kind donation, or other assistance.

Budget and Budget Justification

Provide an itemized, detailed budget with justification of the costs that explains why each expense for the workshop is needed. Expected costs could include but are not limited to:

- Meeting room rental
- Audio-Visual equipment rental (projector, screen, microphones, audio mixer, laptop, internet connectivity, etc.)
- Audio-Visual technician/support
- Food and beverage
- Materials/Resources produced (e.g. copies, printing, etc.)
- Workshop supplies (e.g. flipcharts, markers, pens, paper, etc.)
- WEF may be able to provide travel assistance for speakers and facilitators

Learning Objectives

The application will ask you to list at least 3 learning objectives or goals for your workshop. [Follow this guidance document for assistance crafting objectives.](#)

Workshop Requirements and Deliverables

Workshop Workbooks

After a workshop proposal is accepted, workshop organizers will be responsible for crafting a workbook that allows the audience to fully participate on the day of the event and provides takeaways for continued learning. Workbooks must include the following items:

- Table of Contents
- Workshop Agenda
- Speaker bios and photos (with contact information if speakers are comfortable providing it)
- Workshop participation agreement (WEF can provide an example if needed)
- At least 3 learning objectives from the proposal

Workbooks can contain a variety of additional supplemental material. For guidance, review the [Interactive Workbook Guidelines](#). However, workbooks should not contain printouts of PPT slides. Instead, PPT slides should be emailed to attendees pre or post workshop.

Deliverables

If you are planning to submit an **Industry Advancement** type workshop proposal, there is an expectation that a deliverable will be produced after the event. Acceptable deliverables include e fact sheets, reports, journal articles, or other types of publications, e.g. a toolkit that can be distributed to other groups in the water and wastewater industry or a webcast or short online course, and more.

Proposal Scoring

Knowing the criteria for scoring helps develop a solid proposal. Applications will be reviewed and rated on the following criteria:

- *Creativity*: How creative is the proposal? Does the proposal describe engaging interactive elements? How does this proposal differ from/stand out from traditional WEF conference workshops or technical sessions?
- *Feasibility*: How feasible is the project in terms of time, budget, and available resources?
- *Significance*: Is the program relevant and timely? How well do the goals address water/wastewater industry trending topics, concerns, shortfalls, etc.? How well do the goals of this proposal tie into WEF's strategic plan goals?
- *Action Plan*: How well defined is the action plan? Is the action plan linked to the stated goals? Are the actions in the plan designed to change behavior? Are other stakeholders involved in the development of goals, objectives, and plans of action? Will there be a deliverable produced by this workshop?
- *Overall Proposal Quality*: Is the proposal well written? Do the answers to each question demonstrate thoughtfulness? Is the writing clear and concise?

Success Criteria and Metrics

WEF will provide post-event support including surveying attendees for evaluation, providing feedback to organizers as well as compiling final registration numbers, net promoter score, and a qualitative survey summary.

Questions?

Contact Maggie Siddle at msiddle@wef.org for questions or proposal assistance .