



3 Steps to Hosting a Workshop

- ① Set a Date and Confirm a Location
- ② Email Advertising
- ③ Arrive an hour early to help set up the room

Workshop	Earning Credits in High School with CLEP <i>plus</i> Helping Your Teen Define a Direction
Date	First Step: Work with me to choose a date - weekday, weeknight, and Saturdays available. Monday, Tuesday and Thursday evenings, or Saturday afternoons work best. The workshop is 3 hours. Convenient times for families are usually 6-9 pm on weeknights, or 10-1 pm on Saturdays. Choosing a date 6-8 weeks in advance is suggested so there is plenty of time to send out e-mails and give participants time to register.
Facility	Location: Host is asked to secure a location: church, community center, school. Most churches are glad to extend usage of their space for this purpose. While each venue is different, a good room size would hold 50-150 people. If there is a room charge , that can be addressed several ways, so let's discuss. If the event is held in a church facility, I will donate a percentage of the registration fees. Time: A 5-hour time block is needed for the facility: 3 hours for the workshop and an hour on each side for set up and clean up. Equipment: I will bring a laptop and projector. A screen or wall for power point presentation and podium (music stand) are desired along with small table. That's it! If a ceiling-mount projector is available, I can tap into that for optimal viewing.
Target Audience	Parents of 6-12 graders and their teens. I encourage spouses and teens to all attend; that is why the fee is per family.
Registration	Guests will register online directly through a link on my website. It makes it so easy! Numbers: If the workshop is held within 40 miles of Ramsey, MN, a minimum of 15 paid registrations is requested at least one week before the workshop date. A minimum of 20 registrations is requested if hosted elsewhere in the state. With a bit of advertising, this is very easy to accomplish. Start by gauging interest within your circle, school or co-op.
Cost	\$25 per family for early-bird registrations – one week before event. \$10 is added for registrations received after that and for Walk-ins. Spouses and teens are invited to attend at no additional charge. This is a great bargain for the entire family to come. Seminar Host and family are FREE. I appreciate the work you do! If you have a co-coordinator, they are also able to attend with their family at no charge.
Handouts	Each paid registration receives an extensive Resource Packet. I will bring extras for Walk-ins.
Advertising	I need your help in getting the word out. Personal recommendation is really the best endorsement. I will provide a pdf flyer and an e-vite for you to send out. I will also send out notices. If you are part of a group, I will include a link to your group on my website and the event notice. Regular notifications (often weekly as the event nears) are very effective. If your group is large, you may choose to keep the event for members only. Most workshops are opened to all parents with early promotion to the host group encouraging early registration. Suggestions for advertising include: <ul style="list-style-type: none"> • Post your event flyer at local community centers, your church, bulletin boards, locations where parents bring students • Include in your group's newsletter • Send a personal invite to your circles, friends and family (and ask them pass on to others) • Share through student and parent groups such as: 4-H, Youth group, Bible study, reading club, etc. • Share with other coordinators of neighboring homeschool co-ops and schools • For homeschool groups: submit to the Non-paper MACHE - I am limited by the number of times they allow the same person to insert announcements, so a notice must come from you. The deadline for posting comes early, so don't delay. • Advertise through Yahoo or group boards you are on, create a FaceBook event • The average consumer sees something 7 times before investing time or money 😊
Confirmation	The minimum number of paid registrations should be met at least 7 days before the workshop date. NOTE: I have only canceled one workshop in nine years due to low registration numbers.
That Day	I will meet you an hour before the workshop to set up. Groups are certainly welcome to provide refreshments, but it is not necessary. The cost is not covered by the registration fee.

Thank you for considering partnering with me to bring this valuable workshop to your community.