

ABC's Of Seminar Preparation

Explain

WHAT IS THE OBJECTIVE OF THE SEMINAR?
WHO IS THE TARGET AUDIENCE?
WHAT MATERIAL WILL BE INCLUDED?
HOW WILL THE SEMINAR BE PRESENTED?
WHY WOULD SOMEONE ATTEND THE SEMINAR

Discover

WHO ARE THE SEMINAR ATTENDEES?
WHY DID THE ATTENDEES COME?
WHAT DO THE ATTENDEES EXPECT FROM THE SEMINAR?
WHO ARE THE HELPERS, AND WHO WILL NOT HELP?

Instruct

HOW MUCH CAN BE PRESENTED IN THE TIME ALLOCATED?
WHAT USEABLE RESOURCES ARE AVAILABLE?
HOW SHOULD THE MATERIAL BE ORGANIZED?
HOW CAN ACTIVE ATTENDEE PARTICIPATION BE BUILT INTO ANY SEMINAR?

Test

HOW CAN THE LEADER GAUGE IF ATTENDEES ARE RECEIVING MATERIAL?
WHY SHOULD EVERY SEMINAR INCLUDE A TEST PHASE?

Summarize

WHAT MAKES A GOOD SEMINAR SUMMARY?