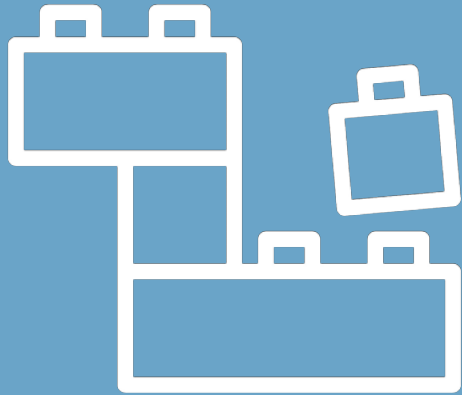


How do I get started?



What are workshops & courses?



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What is a workshop?

What do
people
expect?

Guided instructions
for **doing** things...

- Learning a **technique**
- Learning a **skill**
- Completing a **mini-project**
- Leaving with **'something new'**
- People master a skill

What is a workshop?

SHOW HOW TO DO
SOMETHING

Walk-through

LEAD DISCUSSION
- WHAT DID YOU
LEARN?



PEOPLE TRY TO DO
THAT THING

Debrief

Exercise

+ REPEAT (INCREASING CHALLENGES)

What is a workshop?



Start with **small things** that build...

- Example:
How to chop & fry an onion
- Then > How to **use** fried onion to make easy tomato sauce
- Then > How to use sauce **to make a pizza**

What is a workshop?



Breaking
things
down...

Step by step

- Something that is **easy to copy**
- Using **inexpensive** materials
- Making a **finished product**
- People complete something to take home

Running a workshop

Do I
need any
qualifications?

Not really!

- Main qualification = **being good at** what you do
- Having a '**skill**'
- Patience
- Ability to break processes down into **small chunks**

What is a course?

What's the
difference?

Series of individual sessions

- Longer engagement with a topic or set of techniques
- Mixture of **session types** - presentations, workshops, one-to-one tuition, homework?

Running workshops & courses

What
are the
benefits?

- **Cash income** - turn your time & skills into money
- Increase your **confidence**
- Grow your **professional profile** & network
- **Refresh** & relieve creative block

Running workshops & courses

What
are the
benefits?

- **Selling your work** - people realise the value, time & skill taken
- **Selling supplies** - making kits & packages
- **Specialisation** - artists who teach artists & deeper skills development

What is involved?



Running Workshops - see also...



How do I get started?



Developing
workshop
ideas



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How do I get started?



Planning
a workshop
or course



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How do I get started?




Promoting
a workshop
or course



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How do I get started?



Pre-Event
Checklist



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