

2011 Sonlight Training Conference



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Workshop Mechanics

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Definitions of Seminar & Workshop

Seminar – Formal presentation by one or more experts (that's us!) in which the attendees are encouraged to discuss the subject matter (we have volumes of options).

Workshop – a usually brief intensive educational program for a relatively small group of people that focuses especially on techniques and skills in a particular field.

Not promoting “home” workshops! not a home party, but an educational program

Workshop Mechanics Outline

- Creating engaging content – plenty available, pick topic per purpose of workshop
- Creating effective PowerPoint presentation
- Basic presentation and speaking skills
- Marketing non-convention workshops
- Tangible value and interactive workshops

Creating Engaging Content

- Engaging and dynamic presentation
- Live presentation is most engaging
- Eye contact – connection with audience, read emotion
- Memorization – either outline or keywords
- Know your audience – ask questions before workshop (kids ages, names, etc)
- PowerPoint – not for in-person workshops, but invaluable for webinars
- Rehearse presentation

Creating Effective PowerPoint Presentation

- How do I start?
 - STOP – don't jump in, think
 - PREPARE – work through thoughts, flow
 - THEN create PowerPoint
- 4 ways to prepare – before you open PowerPoint
 - Get off the grid – get away from distractions
 - Use a printed storyboard – making an outline in pictures
 - Grab a wall and stack of Post-Its
 - Mind mapping – “FreeMind” is free mindmapping software

Basic Presentation and Speaking Skills

- Research your topic based on the purpose
- Good Speakers speak about what they know
- Great Speakers research to be able to convey knowledge
- Focus:
 - Be Present – be there 100%, not distracted
 - Tell a Story – adjust the stories you use, help related to attendees
 - Incorporate Humor

, etc.

Speech Gold created from Rule of Three + Unexpected Twist

Try to find sets of 3 in workshop outline: set pattern, set pattern, add a twist

Triad samples –

Life > Liberty > Pursuit of Happiness

Truth > Justice > American way

Serenity Prayer

Points to remember

Start Strong (especially at conventions) – Close Stronger

Last point is strongest, summarize presentation

Vary vocal pace, tone and volume

Punctuate words with gestures, move in space

Utilize three-dimensional space

Analyze the audience

Connect with the audience to ensure you are delivering what they need

Craft an introduction

Exhibit confidence and poise (vary pace, tone and volume)

Be coherent when speaking off the cuff – tell them you don't know if you don't

Obey time constraint

Complement words with visual aids (use product)

Marketing Non-Convention Workshops – people need to see things 20x before “see” Do all of these, one...

1 - In Booth –

Assistants sign people up for workshops...reduce time required in booth

2 - Post it on your Blog – plan schedule in advance and get it out

3 - Catalog insert – 1/2 sheet to introduce self, workshop schedule on back

Convention assistants help stuff in each catalog

4 - “SAFE” Business Cards – action card, encourages attendance and connection

Schedule consultation

Attend workshop

Facebook Friend

Email with question

5 - SCC Connect – two-sided card...header/picture on front, schedule on back

Tangible Value & Interactive Workshops

Lynn doesn't give tangible product away – gives time, knowledge, handouts,

free seat ... asks for referral in exchange for no cost workshop VALUE = \$45

VALUE – interactive handout, pen, two catalogs (to share)

VALUE – welcoming feeling

Key: Networking – help build loyalty, increase \$ per customer order

Ask for referrals in exchange, provide catalogs to share with friends

Interactive – each session has different piece on which interaction is built

Ultimate Goal for holding Workshops – *New Clients & Loyal Clients*

Actual results from holding workshops – *New Clients & Loyal Clients*

VIII. Improvements – **Science G**

Removed Usborne Book of Science (very outdated), replaced with What's Science All About?

Schedule and activity sheets updated, refreshed hands-on activities to maintain coordination

IX. Future – **Electronic Distribution** [NOT PUBLIC INFO YET!]

Intend to release electronic IGs in 2012 (offering adjustable scheduling, progress tracking, notes)

Web interface & application for tablet or smart phone

Information stored on server, progress can be printed [competitors only offer electronic IG in pdf form]

THIS IS GOING TO BE BIG!!!!

X. Future – **Reforming IGs** [NOT PUBLIC INFO]

All IGs are being reviewed to ...

Remove fluff and keep most useful info, keeping hand-holding content where needed

Streamlining text

Evaluating books with mom/student experience considered

Reviewing time requirement and balance