

## Designing Effective Events

An introductory course in understanding and accommodating how adults learn

This 2 day course will help you:

- Design a field day, workshop or other activity to put adult learning theory and principles into practice
- Develop skills, knowledge and confidence to design activities and events that maximise learning
- Learn tips & tools for effective presentations / workshops
- Provide you with a framework that helps you design your event that matches process to purpose

The course covers such vital information as understanding adult learning principles and learning styles, learning cycles, perceptual modalities (the different ways we absorb information), critical thinking about your event, planning frameworks, creativity, hooks and the top '1%'ers ...all of which are vital to any event planner.

Colin Holt, the presenter of this course has over 15 years experience working throughout Western Australia in coordinating, training and extension role with both public and private sectors organisations.

For more information please contact:

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## Building Better Posters

An introductory graphic design workshop for non-designers everywhere

The Building Better Posters workshop is designed to give you a step-by-step process for planning, designing, printing and publishing more effective posters, fliers, brochures and other printed materials.

This course is aimed at people with little to no personal experience in designing promotional materials. The course will give you a basic grounding in the planning process, graphic design and printing techniques you need to achieve a more professional result. No design expertise is required, although familiarity with basic printing processes wouldn't hurt. Attendees will have a significant opportunity to liaise one-on-one with the presenter with any ongoing projects they may currently be working on.

The focus of this one-day course is very hands on and user friendly. At the end of the course you will have a greater understanding of the whole design process from the initial briefing right through to printing and distribution of the finished product.

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## Facilitation Crash Course

THE 3-day crash course in facilitation and group skills for every workplace

Dealing with a group of adults and unsure how to manage the people, planning and processes within a group?

Working effectively with stakeholder groups is one of the key challenges facing professionals like you. Helping our stakeholder groups to achieve their goals is equally important. They have different needs, demands, attitudes and behaviours. This can be pretty daunting, unless you know a few 'secrets'. Some of these are revealed in 'The Crash Course in Facilitation and Group Skills'.

This 3-day course will enable you to:

- Develop an awareness of how you work with people
- Understand the core behaviours & skills of facilitation
- Practise & apply a range of group facilitation processes
- Receive feedback on your facilitation skills

The presenter, Andrew Huffer has over 15 years experience in adult training and has worked extensively in both the public and private sectors.

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## Writing At Work

Learn the rare & dying art of clear and persuasive writing in this practical workshop

No matter what your job is, at some time you'll need to share and publish information. But information is only useful if people act on it, So you have to convince people of the value of your way of thinking. So how can you reach them and make them change their behaviour? It is the aim of this workshop to teach you how to achieve this through making your writing more convincing.

This workshop is hands-on and very user-friendly. The only things you need to benefit from the course are a pencil, paper and an enquiring mind. After completing the course, participants will have plenty of tools, tips, tricks and techniques to make their workplace communications more effective overall.

Shannon Woodbury is the presenter of this course and of the Poster Design workshop. He has 12 years experience in professional writing and is currently the Creative Director of Crazy Like A Fox, a Marketing Communications Consultancy based out of Perth.

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## Andrew's World

### Life's little facilitation lessons

#### No 1. Always meet with the client.

In November, Andrew was asked to run a planning workshop to help with the development of an investment plan for a WA-based NRM organisation. With 30 people in attendance, the day would cost a minimum of \$20K (being very conservative). The face-to-face meeting with the client (aka person who's idea the workshop was) saved the organisation heaps. From this 2hr meeting, we were able to clearly establish exactly what needed to be covered. The table below shows the aims discussed at the meeting the results attained in the workshop.

AIMS	RESULTS
Identify the must-have outcomes	Highly effective use of time. Participants want to stay involved
Who had to be there & who should not	Open discussion, experience shared, no fear or hidden agendas
Identify how the participants may react & how they should be managed	Able to deal with 'tricky' questions & concerns. Everyone clear that there was plenty of work to be done on the day

#### No 2. Be willing to change the plan.

The above workshop was running smoothly. People were moving through the assigned tasks & there were no tears. Still, by 2.30pm folks were getting weary. The planned 1hr reporting back session looked like being fairly laborious (especially with 2hr+ travel for some). So, we made the change. We instead brought the whole group back together, paired them up & got them talking about highlights, insights & learnings (classic group debrief process). A random selection of these were shared with the group. It worked a treat.

Everyone went home motivated, satisfied, inspired and keen to learn more. And on time! Importantly, the client

was happy too – because I was willing to draw on my experience and back my judgement. I encourage you to do the same.

**PS – the workshop also showed the importance of guiding people through each step of the process, so that they were clear on what was required.**

#### RESOURCES

To help build your skills, the ARID team recommends being ever-vigilant in the search for more resources.

##### (i) Facilitation

A good way to see how facilitators across Australia are addressing challenges is through the AFN email discussion forum. Contact Bob Dick (guru Bob) via email at: [afn-l@lists.scu.edu.au](mailto:afn-l@lists.scu.edu.au) to subscribe. The annual conference ([www.facilitator.net.au](http://www.facilitator.net.au)) is an invaluable experience and is being held in Bathurst in late November.

##### (ii) Establishing client needs

Try using [www.surveymonkey.com](http://www.surveymonkey.com) as a cheap package to design and conduct online questionnaires. We get quick & high (50-80%) response rates.

##### (iii) Networking

Consider joining the Australasian Pacific Extension Network. APEN is an association made up of extension professionals that focuses on the 'science' of extension. There are members throughout Australia, NZ and the Asia-Pacific.

Go to [www.apen.org.au](http://www.apen.org.au) for more info.

#### Huff's Handy Hints

Consider keeping a journal of your facilitation events to assist my learning  
Record such things as:

What worked?

What has to be improved?

When was the group really working well?



**Congratulations!** You're the lucky recipient of the first ARID 'Making Waves' Newsletter. This is all about providing you with valuable information to reflect on and most importantly, IMPLEMENT in your workplace. As an ARID colleague, you'll get to soak up the hands-on experience of the ARID team regarding Adult Learning; Promotion and Marketing; Facilitation and much more.

## Unleashing Individual Potential

**EXTRA! EXTRA!**  
**2008 TRAINING CALENDAR**  
**IS OUT NOW!**

The ARID Group are excited to launch our next round of training courses and workshops to help you & your colleagues develop stronger communication & extension skills. These courses and workshops were specifically identified by you and your peers through online questionnaires and workshop feedback.

Through these programs, and using the combined experience and knowledge of the ARID Group, we aim to assist you to develop and apply new extension-based skills, now and in the future. We'll help you to build your toolbox of tools and techniques to achieve success.

The programs are real-world, demand-based and addressing a problem. The calendar of training is included in this newsletter. Updated versions can be found on the ARID website or by contacting us directly.

#### ARID GROUP TRAINING CONTACTS:

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#### STONES IN A POND

We believe our knowledge and training are like small stones thrown into a large pond.

The information we share are the stones: small dense nuggets of wisdom and experience. But the effect of that information spreads effortlessly, rippling out through your day-to-day tasks.

The ripples eventually reach and envelop the entire pond's surface. We aim to achieve the same effect - with the skills and knowledge we share today benefiting you throughout your entire career.