

PART I: ORGANIZING THE WORKSHOP

Use this section of the Workshop Leader's Guide to plan and market your workshop. All successful teacher workshops have a number of characteristics in common. Above everything else, schedule the program and begin a marketing campaign as far in advance of the workshop date as possible. The pages that follow suggest strategies for selecting a date, communicating with instructional supervisors and teachers in the field about the upcoming workshop and following up after the workshop.

SCHEDULING

- Preliminary Checklist
- Detailed Planning Guide
- Ensuring an Effective Presentation

MARKETING AND RECRUITING

- Sample Workshop Flier

PUBLIC RELATIONS

- Sample Letter to Principal
- Sample Press Release