

# ABBBA WORKSHOP PLANNING

# Workshop Planning Overview

Hosting an Art Builds Business Builds Art Workshop for your community is a first step toward raising the value of art and creativity in your town. ABBBA can help you explore how creativity, innovation, and the arts can build new connections in your community and expand your local economy. We've designed a 90 minute free, public event that you can easily host with local partners. Allow 6-8 weeks for planning and advertising.

## Community Partners

Identify and connect with community partners. These can be anyone in your community with a stake in the local economy. Think local government, tourism, chamber of commerce, Rotary, arts councils, churches, libraries, hospitals, social service agencies, school districts, active community members. The AIR Institute believes diversity of people, opinions, and experiences, at decision-making tables, make communities and economies stronger. Make a pledge to include people you don't know in the planning process to increase diverse participation in the workshop.

## Facilitators & Event Volunteers

The ABBBA Workshop requires facilitators to deliver the PowerPoint slide content and lead exercises. There are AIR Certified Facilitators in many states who can help you and will likely be willing to serve as a Facilitator for your workshop. But you should also consider being a facilitator for this workshop. You have everything you need to present and lead exercises in this guide. Go to your State Affiliate page on the AIR website for contact information. Online workshops need a facilitator for every six participants. In person workshops do not need as many. You may also want to include volunteers to help with event logistics for in-person workshops.

## Event Space

Secure an event space appropriate for a public meeting. You will need chairs (and tables if possible), projector and screen (or light colored wall), and sound system if room requires. Room should be set up with tables/ chairs for up to 10 per table OR lecture style with room to separate into groups of up to 10 (chairs in circles).

## Virtual Workshops – ZOOM!

AIR Workshops are designed to be delivered in person or online. This guide has directions for delivering the ABBBA Workshop online and includes a brief Zoom Training for all the participants. AIR Certified Facilitators can definitely help you plan and deliver online Workshops, so do reach out to them for assistance.

## Advertise!

We have created all marketing materials for you, all you need to do is customize and distribute. Hang flyers in high pedestrian traffic areas, submit a press release to local news papers, create a Facebook event, and send out invitations to everyone on your mailing list as well as your community partners' mailing lists. Use the Marketing Strategy Worksheet to get organized.

## Refreshments

We recommend working with one or more of your local restaurant or food businesses to provide food. This is a great way to give some advertising to your local creative chefs and cooks! If you have the budget to pay them, pay them! If you can work out a reduced price in exchange for sponsorship of the event, try that. If none of that is possible, buy some chips and salsa or bake cookies! Provide water, coffee, and tea. You want people to stay nourished and happy at your event. You can skip the refreshments for online events.

## Registration

Use Eventbrite or other free event management service to register people for your event so that you can plan for enough chairs, snacks, and printed materials. This will also allow you to boost your social media presence. \*\* If you have time and resources, print name tags for the people who registered online. Otherwise make sure you have blank name tags and markers for people when they arrive. Don't skip this step – name tags really helps shy and forgetful people make friends! For online workshops you should use ZOOM for registration; your workshop will run more smoothly."

# Planning Meeting Worksheet

Start the planning process about eight weeks before you wish to host your ABBBA Workshop. Identify and secure community partners. Identify your workshop leadership team, including facilitators.

Schedule and host meeting to iron out the details below, including the Marketing Strategy Worksheet. Make sure someone is checking in on progress between meetings.

Schedule another meeting about 1 week prior to the event to practice the workshop presentations and exercises and review last minute details.

Schedule a wrap-up meeting after the event to share feedback, review the surveys, and plan next steps.

## Community Partners

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### Identify Workshop Leadership Team

Facilitator 1: \_\_\_\_\_

Facilitator 2: \_\_\_\_\_

Facilitator 3: \_\_\_\_\_

Facilitator 4: \_\_\_\_\_

Facilitator 5: \_\_\_\_\_

Person in charge of refreshments: \_\_\_\_\_

Printing Leader: \_\_\_\_\_

Marketing Leader: \_\_\_\_\_

*Review Marketing Strategy (next page) before assigning role.*

### Finalize Workshop Location, Date & Time

Location: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_

### Set Pre-Event & Wrap-Up Meeting Location, Date & Time

Location: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Location: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_

### Workshop Goals

1. Generate publicity for local creative community.
2. Connect artist and business people better.
3. Develop community partner relationships.
4. Achieve 50% participation from Black, Native/Indigenous, People of Color, women, individuals with disabilities, and LGBTQIA2S+ in planning process, as facilitators, and at the Workshop.

5. Assess community interest in AIR programs.

6. \_\_\_\_\_

7. \_\_\_\_\_

### Secure Workshop Refreshments

Local Refreshment Sponsor:

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We have digital materials for social media advertising for our sponsor.

# Marketing Strategy Worksheet

Once you have secured your community partners, leadership team, location, date, time, & refreshments, you will need to implement a marketing strategy. Marketing will need to start about 6 weeks before the event. The following check list will help you identify marketing strategies which will help ensure your event is well attended. Marketing Leader will delegate tasks as appropriate.

## Action Steps - Six Weeks Out

- Customize the event flier with your details and logos
- Share fliers with all event partners and sponsors.
- Hang event fliers in high traffic locations Ex: local business windows (with permission), community bulletin boards, libraries.
- Customize newsletter template & run in newsletters of all partners
- Customize press release template, on letterhead if possible, and submit via email to local news outlets & community calendars
- Create social media schedule, create Facebook even page, and announce event on Facebook
- Announce on websites of all community partners
- Create a Facebook event (Social Media art provided)

## Action Steps - Weekly Tasks

- Replenish event fliers as needed
- Make weekly social media post to build and maintain excitement
- Make weekly social media posts to thank sponsors and partners
- Run newsletters again if applicable

## Media Action Steps

Re-submit press releases at:

- 4 weeks out
- 2 weeks out
- Contact news outlets about covering the event the day of the workshop

A large grid of dotted lines for taking notes, consisting of 20 rows and 30 columns of dots.

# Final Details Worksheet

About one week prior to the ABBBA Workshop, meet to finalize details. Confirm that everyone can fulfill their roles, confirm event space and refreshment order, make a plan for printing agendas and surveys. Discuss RSVP's and marketing. Follow the worksheet below. Do a practice run of the workshop slide presentation and confirm everyone understands how to run the exercises.

## Confirm Workshop Leadership Team & Review Roles

Facilitator 1: _____	Facilitator 2: _____
Facilitator 3: _____	Facilitator 4: _____
Facilitator 5: _____	Printing Leader: _____

## Confirm Workshop Location Reservation

Location: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_  
Confirmed by: \_\_\_\_\_

## Confirm Workshop Refreshments

\_\_\_\_\_ will confirm refreshments order on \_\_\_\_\_  
and will pickup/ensure delivery on \_\_\_\_\_. \_\_\_\_\_ will purchase any  
additional supplies (cups, napkins, etc.) on \_\_\_\_\_ and wil ensure their arrival to the workshop.

### Printing

- Sign-in Sheet
- Name Tags
- Agenda (Print 1 Per Participant - Front & Back)
- Survey (Print/Cut 1 Per Participant)
- Optional: Brochures (Print 1 Per Participant - Front & Back)

### Update Community Specific Slides

Community Overview Slide (see page 24 for more information) - Add your own slide with photos and/or statistics OR just talk about your community without an additional slide. It's your choice."

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# Presentation Assignments Worksheet

Divide up the presentations and exercises among the Facilitators. If you are doing an online meeting make sure that you have people assigned to assist with tech during exercises

## Presentations

Welcome & Zoom Training Presenter: \_\_\_\_\_

Creative Economy Overview Presenter: \_\_\_\_\_

Community Overview & Assets Presenter: \_\_\_\_\_

Zoom Scribe & Annotation Save: \_\_\_\_\_

Creative Economy Growth Process Presenter: \_\_\_\_\_

Shift Workshop Overview: \_\_\_\_\_

Art Builds Business Builds Art Presenter: \_\_\_\_\_

Main Room Breakout Room Host: \_\_\_\_\_

Local Shift Workshop Brainstorm Presenter: \_\_\_\_\_

Zoom Scribe & Annotation Save: \_\_\_\_\_

Survey & Next Steps Presenter: \_\_\_\_\_

Breakout Room Creator: \_\_\_\_\_

## Small Group Teams for ABBBA Exercise

Facilitator: \_\_\_\_\_ Facilitator: \_\_\_\_\_ Facilitator: \_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Event Day Worksheet

\_\_\_\_\_ will ensure the event space is open at  
Workshop Volunteers will arrive at \_\_\_\_\_ to begin set up (1 hour prior to start time). \_\_\_\_\_ .

Person in charge of sign-in table: \_\_\_\_\_

Sign-In Table will need to be set up 30 minutes prior to start time and will need to be managed until all participants arrive. Ensure each participant signs in, and receives a handout and name tag. Sign-in Table will need:

- Sign-In Sheet
- Name Tags
- Agenda
- Brochures
- Pens & Markers

Person in charge of refreshment table: \_\_\_\_\_

Refreshment Table should also be set up 30 minutes prior to start time and will need to be periodically restocked.

Person in charge of surveys: \_\_\_\_\_

Someone will need to distribute and collect surveys at the end of the workshop.

Clean-up will be handled by: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

