

# Where To Workshop



## FLOOR SPACE

### ✓ BREAK IT UP

Participants tend to work best in groups of 4-6. You need enough space for each group to work without stepping on other groups' toes.

### ✓ BIGGER IS BETTER

Since this is a workshop rather than a sit-down meeting, folks will be up and moving around for much of the day. If you're planning for 20 participants, look for a room that is made to hold 25-30. We've never found ourselves in a room that felt too big.

### ✓ GET OUT OF THE BOARD ROOM

Giant conference tables or lecture-style seating arrangements inhibit the lively, collaborative dynamic you want to spark. Instead, configure tables and chairs into a small workspace for each group.

## WALL SPACE

Unobstructed wall space is a precious commodity, and you'll need a lot of it. Most exercises involve at least one giant sheet of butcher paper (8-12 feet long) per group. Ensure you can hang materials without forfeiting your security deposit.

### ✓ AVOID OBSTRUCTING FEATURES LIKE

- Window frames
- Thermostats
- Art that can't be taken down
- Light switches
- Immovable furniture that blocks access to walls



If your workshop is internal, rooms used for training often work well. If you're inviting customers (strongly encouraged!) or just want to get everybody offsite to catalyze fresh thinking, reach out to market research firms, convention centers, and hotels. Get friendly with the facilities manager, because the devil is in the details.



## SUSTENANCE

Workshops are hungry work! To keep brain juices flowing, make sure to:

### ✓ CAFFEINATE & HYDRATE

Keep coffee, tea, and water plentiful throughout the day. Everybody will stay happier, healthier, and more awake.

### ✓ AVOID A SUGAR CRASH

A starchy lunch will plummet your workshop into a carb-induced stupor an hour later. Skip the pasta bar and opt for protein.

### ✓ BREAK FOR SNACKS

Even with a nutrient-rich lunch, you're bound to see some glassy eyes by midafternoon. Provide munchies like fruit and granola to propel everyone through final readouts (supply snacks in the morning too if you can swing it).



## BASIC TECH

Unforeseen tech problems are the worst! Plan ahead to have:

### ✓ PROJECTOR & SCREEN

Negotiable if you plan to forego slideware, but it's a must on our list. Our trusty visuals help introduce key concepts and explain exercises.

### ✓ POWER

You'll need a few outlets or power strips within reach. Each group usually designates a scribe to capture the nuances of the conversation, and that person's laptop can't die halfway through.