

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