

Brief for guest speakers

Note

The information below is based on a brief we give our council clients when we run workshops on their behalf. If you are delivering training for a business, an environmental regulator or other body, you could adapt this brief for guest speakers from within your organization or from other organizations.

All invited speakers need a tight brief on:

- who the trainees are and why the workshop is being run
- what you'd like them to say, and why
- how long they have to speak (ask them how they would like you to give them a signal that they have 5 minutes (then 2 minutes) left to speak
- how long there will be for questions
- what equipment is present
- providing a CD or memory stick with any presentation on it
- bringing printouts of key material not already in the workbook provided
- staying for tea/lunch/post-workshop refreshments to mix and mingle with the trainees.

Context (adapt this brief for your own guest speakers)

Our council clients engage us as external trainers to facilitate these workshops, but they are very much seen as council workshops and the presence of council staff adds a vital dimension to them. Not only does it lend credibility to the workshop programme, it also enables trainees to 'put a human face' to the Council and ask questions at any time during the day. It also enables the council to maintain a 'quality control' overview of the training. The role of council staff attending these workshops is thus a mix of formal and informal input.

Formal input

Key tasks of the council representative are to:

- welcome the trainees and introduce the workshop
- present a brief overview of the erosion and sediment control work the council does, including policy, education, regulation and research role
- respond to questions as they arise during the workshop or make general comments as desired or invited by the facilitators
- help give out the attendance certificates at the end of the day.

Informal input

Although it is not essential, it is highly beneficial if the council representative can stay over at the end of the workshop for two main purposes:

- informal networking with trainees over refreshments, again to build relationships in a less structured way
- take part in a debrief of the day with the facilitators
- review the workshop evaluation forms handed in by the participants
- consider any needs to improve the training
- discuss any wider issues around the industry and the training.



Clare Feeney is a sustainability strategist who helps organisations of all types grow their sustainability capability. She can help you grow jobs, increase profits and improve the environment – and have fun along the way! You can find out more at www.clarefeeney.com and contact her at clare@clarefeeney.com.