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Ratgeber für die erfolgreiche Personalbeschaffung mit Hilfe neuer Medien

**Download CHECKLIST: 10 tips for making your workshop a success (PDF Datei 70 KB)** <http://securl.de/en-check-1>

**Get this checklist and more infos here <http://blog.drkpi.com/?p=2026>**

## Best practice checklist for organisers

Based on my experiences with barcamps, workshops, hackathons and conferences, as attendee, co-organizer and program chair / 'chief', I have created this checklist to ensure your event works.

### The ultimate checklist for workshop, hackathon and barcamp organisers

Best Practice is a superior method or innovative practice that contributes to the improved performance of an organisation or conference organiser, usually recognized as 'best' by other peer organizations.

It implies accumulating and applying knowledge about what is and is not working.

## 10 points for organisers: Ropes to skip

### 1. *Balancing diverse interests is key to success*

You have to balance your sponsors' needs with those of your delegates.

Getting attention from bloggers is not easy. You might offer them a sweepstake to participate in if they mention your sponsor (e.g., [Zeppelin flight to be won around Friedrichshafen and Konstanz](#))... Things have to be attractive enough to get them to blog about something in order to be eligible to win.

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If your event gets too commercialised, you turn certain people off. Not enough sponsors to pay the way, you have to charge a fee, upsetting a different group.

As the above suggests, this is a never ending balance act, but you better be good at it and find a middle way! Finding sponsors is an arduous and time-consuming process. Sometimes it is worth it to put one person in charge of delivering just that, with the cash enabling you to put a better event together.

## 2. Various backgrounds make a difference

### 2.1 Ideal number of attendees

50 attendees can be enough to have a great event, while going beyond 300 barcampers might make the event too big. The larger the event, the harder it is for a newcomer to get to know others and not feel lost. Again balance is needed and sometimes newcomers need help (e.g., when they arrive in the morning, they are greeted).

With barcamps you have to encourage some people and motivate them to come. Getting people who make money to give speeches may be nice for entertainment purposes, but where's the added value? Better a researcher who tells the audience about their findings, than someone who studies tea leaves.

What is the ideal number? Probably between about 50 to 250. Big enough for a diverse crowd. Enough people to provide the talent allowing each topic to be discussed in some depth, and so forth.

### 2.2 Language

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In Europe, you can offer some sessions in English. The rest is in the language spoken at the location of the conference. This way you can attract French or Italian speaking Swiss to an event in Zurich.

Another option is to choose English as the conference language, [#truZurich](#), another [uncoference for recruiters](#). The hope is that this makes it easier for people to attend.

Just make sure that the locals do not feel excluded because their English skills are a bit rusty.

### 2.3 Theme

You can narrow down a conference to a particular theme. Examples are change management, fundraising or social media monitoring.

While you may attract fewer people, at least they share a common interest. However, the theme and its description have to be concise and clear. The headline has to convey the message, only then can you attract the 'right' people.

### 2.4 Scheduling

Business events are usually held on a workday. If your boss approves you have it covered – time spent at the event is paid work time and expenses are taken care of. Great if you can get it, and most importantly your weekend stays free.

For small business owners that may be difficult. Each day you attend means zero revenue. Here, barcamps suit small business owners and students. Generally, they are held during weekends. Incidentally, [experienced barcampers feel that the second is the better of the two days](#). One has gotten to know people (e.g., during the reception last night), making the conference more interesting.

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In short, if the event is about learning, weekends may be better. Those not highly interested may not attend. If the event is about building business contacts and finding clients, an event during the week might be more promising – Tuesday through Thursday is best.

Some take the middle road. They schedule workshops and continuous education events on the weekend, while the 'real' program begins Monday (e.g., EICAR and most academic conferences).

### *3. Corporates can organize a barcamp BUT*

If you want your own barcamp as a large organization (see Allianz), set the topic with people that know much about the barcamp idea. Choose people that [have experience organising conferences](#) and tell them what you want.

Then, put them in charge. Your benefit is two-fold:

- opening the event to outsiders will attract a larger audience of experts than just those from the company, and most importantly,
- this will result in richer and possibly freer discussions and better exchange of ideas... because outsiders raise issues that insiders may not dare to.

To make this possible, try to limit attendance of 'insiders' to 30%.

**Keep in mind:** Some very smart people [may not be interested in developing ideas for a pharmaceutical firm](#). However, they are perfectly willing to do it for a charity or NGO (non-governmental organisation) such as the Red Cross, Caritas, etc.

### *4. To tweet, or not to tweet...*

Research shows that social media can be a detractor. Watching status updates go by on your screen distracts you from focusing on what is happening at the conference.

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I saw and experienced the first Twitter wall in 2008. However, I have never felt these things are conducive to a high-quality conference. I prefer focusing on things right here and now, and find tweets distracting.

Nevertheless, make it easy for non-Twitter users to find tweets with the barcamp or workshop hashtag. Offer them a URL to view these in the browser (e.g., [#BcBs15](#)), and publish a shortened link (i.e. <http://securi.de/BcBs15-tw>).

This way, attendees are not challenged by Twitter's too-difficult link, such as <https://twitter.com/search?q=%23bcbs15&src=typd>

**By the way**, using small or capital letters in hashtags does not matter. Typing [#BcBs15](#) or [#BCBS15](#) or [#bcbs15](#) brings the same results when searching Twitter (<http://search.Twitter.com>).

Interesting read: [RESEARCH – Social media results in distraction and higher stress levels](#)

### 5. Choose your sponsors wisely

It is always a compromise of things like price and how central or fancy the venue is.

An educational institution may be willing to sponsor a barcamp, by providing the venue for free. Most likely you have to get a sponsor to pay for catering and coffee breaks. A soft drink company may let you offer their product for free and so forth. In other cases, the corporate sponsor may offer you a venue including catering, in which case, all power to you!

You can also get a sponsor to [offer free flights like Zeppelin did for the Barcamp Bodensee](#) in addition to some cash.

Just make sure that your sponsors do not become overbearing. Your and their aims should match to a large extent.

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## 6. Get help implementing your marketing strategy

Unless we reach people early, they may already be committed elsewhere. In addition, people need to be reminded regularly about upcoming events, but please, not five times in the last five weeks before the event.

Keep those emails relevant and their frequency as low as possible. In turn, recipients are more likely to open and study such mail.

Blog about the event early on. For instance, campaign-summit Switzerland managed to get a small group to register very early. These aficionados were then also included in getting the program together, and they spread the word early on via Twitter and other blog posts.

Getting your marketing right means finding a balance between trying too hard and too little (see image below – too much is annoying to your target audience).

Interesting read: [Fachtagung: 10 Tipps für Teilnehmer](#) (Conference: 10 Tips for Attendees)

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