

Professional Development Workshop Checklist

Planning and Topic Selection

- ☐ Choose a topic that falls within the scope of Professional Development.
- ☐ Decide whether the workshop is standalone, part of a series, or integrated into a larger event.
- ☐ Decide on the timeframe for the project

Finding Speakers or Trainers

- ☐ Identify potential speakers or trainers
- ☐ Consider internal resources as speakers or trainers
- ☐ Explore contacts via partners, universities, legal professionals, or personal networks.
- ☐ Approach potential speakers professionally and confirm their availability.

Venue and Format

- ☐ Decide on the format: physical, digital, or hybrid.
- ☐ For physical events: secure a suitable venue, seating arrangements, and necessary equipment.
- ☐ For digital events: select a platform, test technology, and prepare access instructions.
- ☐ For hybrid events: coordinate both physical and digital logistics and ensure technical support.
- ☐ Plan time, schedule, and agenda for the event

Marketing

- ☐ Define the target audience and the benefits of attending.
- ☐ Prepare marketing materials
- ☐ Distribute marketing through relevant channels
- ☐ Ensure promotional materials are in accordance with ELSAs corporate identity
- ☐ Engage partners or institutions to help promote the workshop.
- ☐ Send reminders and updates leading up to the event.

Preparing the Workshop

- ☐ Prepare materials for participants and the speaker
- ☐ Ensure all interactive components are planned
- ☐ Assign responsibilities to team members
- ☐ Review agenda and time management to ensure smooth flow.

Conducting the Workshop

- ☐ Arrive early to set up the venue or test digital/hybrid platforms.

- ☐ Welcome participants and speakers
- ☐ Facilitate the session, keeping time and ensuring active participation.
- ☐ Monitor online participants (if digital or hybrid) and address technical issues promptly.
- ☐ Conclude with a summary, thanks, and information on follow-up or future events.

Post-Event Follow-Up

- ☐ Distribute evaluation forms or surveys to participants.
- ☐ Thank the speaker(s) and partners formally.
- ☐ Share materials, recordings, or highlights with participants.
- ☐ Reflect on feedback to identify improvements for future workshops.
- ☐ Evaluate the event.
- ☐ Ensure the data is GDPR compliant.