

TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY

TELE Workshop Information for Hosts

So, you're hosting a TELE workshop. Here's what to expect:

TELE workshops are a crash course in targeted marketing for landowner outreach. Our team of professionals walks participants through the process of crafting a thoughtful, effective campaign in a way that leaves participants with a communications plan and product mock-up as well as the skills and resources to repeat the process on their own for future outreach campaigns. The time in the workshop is split between presentations from the facilitators that introduce ideas to the whole group, and hands-on exercises completed in small groups that help participants explore those ideas and put them into practice.

As the host of the workshop, you have special responsibilities that include managing logistics, recruiting participants, and paying for items like the venue, food, and some supplies. Your responsibilities as the host are detailed below, and an example timeline check-list is included at the end. The TELE team will be in touch with you via email throughout the planning process, and will schedule a phone meeting with you and all of the facilitators approximately one month prior to the workshop. However, you are welcome to reach out to us with questions at any time.

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Host Responsibilities

1) Participants (capped at 30 people)

- a. Like most workshops, participants will get out what they put in. Help your participants understand that they should come ready to actively participate, learn, and perhaps have some of their assumptions challenged.
- b. You should **recruit participants** by advertising the workshop among your partners and networks.
 - i. We have a template flyer available that you can customize
 - ii. You may need to **personally invite** attendees by email or phone to ensure a full group.
- c. Participation in the TELE workshop has been approved by the Society of American Foresters (SAF) and the International Society of Arboriculture (ISA) as eligible for continuing education units (CEUs). It is up to the workshop host to coordinate submission and approval of CEUs if offering these to participants.
- d. You are the point-person for registrations and should **accept/record registrations**, send reminders, etc.
 - i. You do not need to secure accommodations for participants, but should provide a nearby suggestion(s) for participants who will stay overnight.
 - ii. In the past, some participants expressed interest in having access to the TELE workbook ahead of time. The PDF of the workbook is available online if you want to share it with your registrants. We will bring bound copies to the workshop for all participants. [Link to TELE Workbook pdf.](#)
- e. At the workshop, you should **manage the sign-in sheet and name tags**, and then send us a copy (email is best) of the attendee list afterwards.
 - i. We have a template sign-in sheet that you can customize.
 - ii. For each participant, we ask that you capture the following:
 1. Name
 2. Email address
 3. State
 4. Employer
 5. Type of Employer (NGO, Land Trust, Federal, State, Municipal, Tribal, or University)

2) Small-group project topics

- a. The small-group breakout sessions make up more than half of the workshop, and are often cited as the most valuable and satisfying portions. **Participants tend to get more out of the workshop when the groups focus on real projects or issues that are common among the group members.**
 - i. To maximize the value of this work, we'd like you to **identify three projects** that will be relevant for the participants.

- ii. Some examples include:
 - 1. increasing riparian buffers
 - 2. hosting landowner field days
 - 3. encouraging prescribed burns
 - 4. restoring oak ecosystems
 - iii. The best way to select topics is to **identify outreach initiatives that are getting started, are under way, or are likely to be funded in the near future**. You can also ask potential attendees about the kinds of things they are working on with regard to landowner communications.
- b. We are happy to work with you to identify appropriate projects.

3) Venue

- a. Choose a venue that will be convenient to your participants.
- b. The venue should:
 - i. Have a large space that can comfortably seat all attendees and facilitators at tables where they will have **space to write**.
 - ii. Have **separate spaces for three breakout groups**. These spaces should be available throughout the entire workshop. The main space can be used for one of the breakouts. Breakout spaces should be set up for participants to sit in a comfortable discussion arrangement (U-shape preferred).
 - iii. Be able to have a projector/screen.
- c. **You are the point-person** for the venue, and are in charge of paying for the venue, communicating with the owner, managing logistics, etc.

4) TELE Team Travel

- a. The TELE team will book their own travel and hotel.

5) Supplies and equipment

Please be sure to have all of the below:

- a. Projector and screen
- b. Three large flip charts (either the sticky kind or also supply masking tape)
- c. Three easels for flip charts
- d. Multi-colored markers (dry erase work well, at least 3/flip chart)
- e. Name tags (self-written sticky is fine)
- f. Sign-in sheet (template available)

We will bring a laptop to plug into the projector for PowerPoint presentations

We will ship you the following to bring to the workshop:

- a) Copies of the agenda
- b) Landowner data handouts
- c) TELE workbooks

We will mail these items to you several days prior to the workshop. **Please provide us with the address to which you would like them mailed.**

6) Food

- a. Having **coffee, lunch, and snacks** at the venue saves time and helps keep participants and facilitators energized for the work at hand.
- b. **You are the point-person for the food**, and are in charge of paying for the food, communicating with the caterer, managing logistics, etc.
- c. Please plan for the following:
 - i. Lunch for both days
 - ii. Coffee/tea and snacks for the start and two breaks each day
- d. Please make sure to ask participants about dietary restrictions when they register (Purnima and Katherine eat vegetarian)

Example Timeline

3 Months before

- Work with the TELE team to set a date
- Locate and secure a venue → email the TELE team with details as soon as possible so we can organize our own travel arrangements
- Secure food/catering for lunches/snacks

2 Months before

- Begin advertising to recruit participants

1 Month before

- Secure a projector/screen
- Finalize group topics
- Finalize agenda
- Phone meeting with TELE team to finalize details
- Provide address for receiving TELE workbooks

1 Week before

- Send reminder to participants – include information about venue, times, expectations, PDF of workbook
- Confirm details with venue/caterer/etc.
- Ensure you have all supplies
 - Projector/screen
 - 3 flip charts (masking tape if needed)
 - Markers
 - Name tags
 - Sign-in sheet
 - Agendas
- Receive workbooks mailed from TELE team

Day 1 of Workshop

- Arrive early to ensure venue is set up
 - Seats at a table for all, U-shape preferred
 - Projector/screen
 - Registration table with sign-in sheet and name-tags
- Welcome participants at registration table
- Manage coffee/snacks/lunch with vendors
- Provide very brief welcome to participants at beginning of workshop. Share why you applied to host the workshop

Day 2 of Workshop

- Manage coffee/snacks/lunch with vendors
- Clean up venue as needed
- Email sign-in sheet with participant names and contact info to cassidy.dellorto-blackwell@yale.edu
 - TELE team will use this to maintain records of our workshops and to email an online survey to all participants