



Top Tips to help you organise a class or retreat.

Organising a class or retreat can be an exciting and overwhelming part of your business. The top tips below are designed to help you get started in your planning. You will need to adapt these according to your own business model, however I hope they give you some helpful suggestions to get you started.

1. Work out your WHY?

This is really important as it will drive the rest of your planning including content, venue, marketing and even pricing.

Ask yourself **WHY** do you want to run a retreat or class?

Is it to teach a skill, is it to network, is it to promote a product, is it to practice your teaching skills, whatever your why you need to be very clear on this?

2. Using your WHY work out your target audience.

When considering this I look at the demographics of where I will be teaching, age groups and sewing levels of my target audience. This will shape my venue and my marketing plan and may shape my teaching goals for that specific class.

3. Decide which project/sewing pattern you will be teaching.

4. Project Timeframes.

Considering my WHY & TARGET AUDIENCE I think carefully about the time I will need to allow for the set projects to be made. Classes I run from 1-2 days and retreats are generally 2 days. My patterns that I design are made with this in mind.

5. We now have our WHY and our TARGET AUDIENCE. It's time to think about what exactly you are going to teach and develop a teaching plan, starting with the learning objectives.

Learning objectives define what will be taught during your class. I often use these on my business marketing materials so that it is clear from the beginning what people can expect to learn from that particular class. I often begin my classes discussing the learning objectives.



6. Plan your class!

- Planning your class should be linked *to* the learning objectives.
- How are the students able to reach the objectives?
- What methods will you use to support their learning? (demonstrations, discussions etc).
- You will need to observe how your attendees learn and adapt your methods accordingly. Be ready to be flexible!

7. Now that you have your plan of attack clearly defined, it is time to set your class up!

Venue: I suggest you begin with a group of friends. Look for an appropriate venue such as a community centre, hall that is appropriate for your first class.

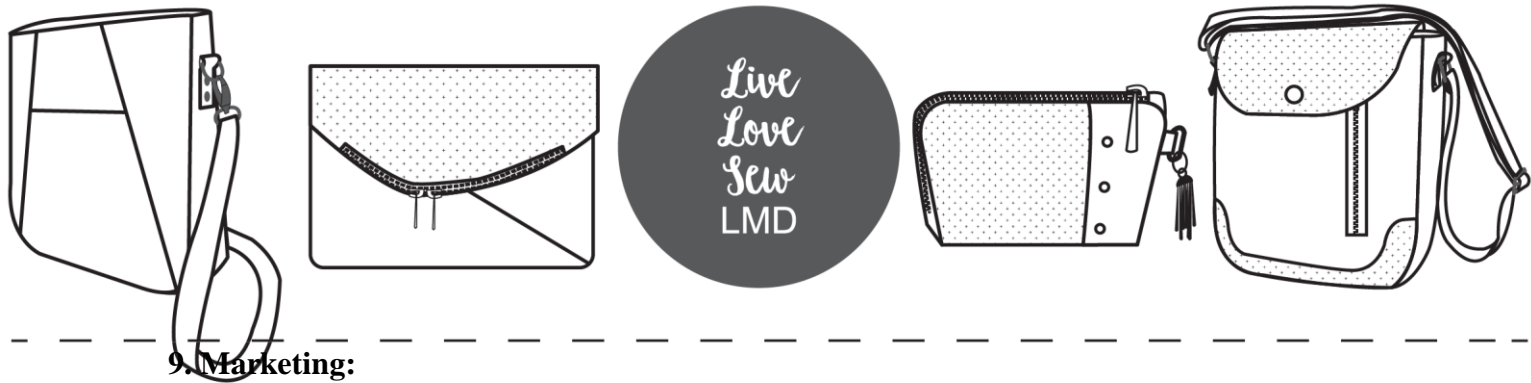
- Be sure to check out your insurance requirements and have this sorted prior to class.
- Check whether your venue is accessible to all attendees taking into account if someone may have mobility limitations, be aware of ramps, where toilets are etc. prior to booking. Does the venue have adequate heating and cooling, check outpricing carefully and review all T&C's that come with the venue bookings.
- Does the venue have all the facilities you require for your class, tables, chairs, power points, tea and coffee facilities. Will you require cooking facilities, a fridge?

8. Once you have secured your venue and a date, you need to work out how much to charge per person.

No-one can tell you how much to charge however here is what I consider when pricing classes:

- Your level of experience
- What are you providing for the class attendees?
- Venue cost if applicable
- Any administration/booking costs.

My top tip with pricing is value your skills and abilities.



9. Marketing:

- Make marketing pictures (Use picmonkey or similar), keep it nice and clear, eye catching and let people know what they will get from your class.
- Share on all social media channels, if a shop your venue may do the same.
- Share to your newsletter followers
- Don't forget FB lives and Instagram stories as great marketing platforms.
- Research the appropriate # that may lead people to you through Instagram.
- Make booking simple for people. I also recommend making your terms and conditions explicitly clear from the beginning, this varies from class to class.

10. Your attendees have now paid, you need to communicate with the what they need to get organised for class.

- Write a "welcome letter/email" which details all that your attendees need to know about the class.

11. The week before a class, I pack my bags and cut my project prototype out and prepare it to the level that I need it to be at.

12. Class day is finally here!

- Consider personal presentation.
- Schedule extra travel time 'just in case'
- Use your class plan and be mindful of time as it really does fly when you are having fun!
- Hand out feedback forms at the end of class.

13. Ongoing considerations:

- Consider ongoing professional development, attend classes by other teacher's, observe, listen and talk to them.
- Start small and work up to bigger audiences.
- Find someone you can talk to after class and debrief with. Discuss what worked well and what you can improve on. Feedback surveys are also handy in future planning.

I wish you all the best in planning your classes! *Kylie.*

Little Moo Designs Director/Designer/Handmade Lover.

Please note: The above guidelines are suggestions only. You need to tailor planning to suit your own business, this will differ from person to person. © Little Moo Designs, 2018. All rights reserved.