Why do a workshop? (& how to design it on the participants' terms)

Participants develop skills to help with their (future) career

How will you engage those who are underrepresented in the industry? (who is it for? Be specific and show designed with that group and/or working with partners, outreach, access support)

What will the next steps be e.g. how does it help them start or sustain a career? (Signposting, industry links, support through partners, future paid work)

What skills do they learn and how can you show this is quality delivery? (Specific skills, industry links, learning from experienced professionals who reflect the participant backgrounds)

Develop audiences for a show

Who are the audiences and how will you broaden who will access your work? (Be specific about who it's for, if and how communities are underrepresented, why the show is relevant to them)

How will you reach your intended audience and ensure it's relevant and accessible? (designed with that group and/or working with partners, outreach, access support)

How does it actually develop audiences? (Why is this an easier access point than just attending the show or how does it encourage audiences to buy into it? How does it build relationships? How does the content of the workshop interact with the show?)

Provide an enriching creative experience

Who is it for and how will you engage them? (Be specific about who it's for, if and how communities are underrepresented, why the workshop is relevant to them, working with partners, outreach, access support)

What do you want people to get out of it and how does that influence the design of the workshop? (How do the format, venue, regularity, content and tutors for workshop provide the desired outcome? Are you working with participants to design it, platforming their work or signposting to partners?)

What skills do they learn and how can you show this is quality delivery? (Specific skills, learning from experienced professionals who reflect the participant backgrounds)