



GUIDELINE FOR PLANNING AND CONDUCTING SEMINAR



DIRECTORATE OF FORESTS
GOVERNMENT OF WEST BENGAL



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Preface

Seminars provide a platform and a network to the forest frontline personnel where they can learn from what others are doing, learn about new things, ideas, tricks and important tips related to forest management, forest conservation etc. This material on Guideline for planning and conducting Seminar emphasizes upon the general guidelines for conduction of seminars. The detailed guidelines to conduct a seminar elucidated in this course material may be used for different seminars on different topics. As part of the JICA project on „Capacity Development for Forest Management and Training Personnel“ being implemented by the Forest Department, Govt. of West Bengal, these course materials on Seminar have been prepared for induction training of the Foresters and Forest Guards.

This material have been prepared and compiled by Project Management Consultant Team of IBRAD. While developing this course material few guidelines, available in the internet have been consulted. All the references are provided at the end of this material.

We hope that this course material will be helpful to the front line personnel to have a good understanding of the process for conduction of seminars.

Kolkata, August 2015

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Guideline for planning and conducting Seminar

1.0. Introduction

Seminars are the most important training device. When properly designed, they are a time and cost efficient method of producing active involvement of learners compared to individual training activities. Seminars are learning and teaching arrangements which allow for active participation of participants, and they are usually conducted in small groups. Seminar concentrates on delivering the information and discussion of the pertinent issues.

2.1. Objectives of Seminar:

In general seminar has following objectives:

- To promote and encourage sharing of information amongst attendees
- To provide attendees with educational sessions and sometimes technological displays encompassing the best and most current information in the particular field.
- To generate activities of professional association

3.1. Activities involved in organizing a seminar

The activities can be organized in following stages:

1. Preparation
2. Implementation
3. Evaluation

3.2. Preparation Phase

Preparation phase involves planning for the event. Some significant elements which must be considered in the planning stage to ensure the success of event are following:

3.1.1. Budget Preparation: Funding is an integral part of any event, since the amount of funding available for the hosting of the event will determine a number of factors in planning the event. This determines the type of seminar whether small, medium or large event.

3.1.2. Theme/Topic: Formulate and define theme/topic and specify learning objectives. The selection of the topic should naturally lead to the seminar objective. The objectives in turn will determine the scope of the seminar and should deal specifically with those areas that are pertinent to the achievement of the seminar objectives.

3.1.3. Set date and time: The date and time of the seminar should be decided taking into consideration the various factors that could reduce the attendance.

3.1.4. Select and contact Chair persons and keynote speakers: The success of the seminar greatly depends upon the quality of the Presenters, therefore, should choose speakers whom are appropriate for the topic chosen. This is usually initiated by “Call for Abstracts”. Request keynote speakers to send their short curriculum vitae in advance for their introduction.



3.15. Identify target groups/participants: Knowing audience is very important as the characteristics of participants will influence the structure, content and activities undertaken in a seminar.

3.16. Site Selection: The type of seminar being organized will influence the venue that is chosen. The facilities of the venue should be able to comfortably accommodate the participants while taking into consideration the needs of the Presenter and the budget.

3.17. Send formal invitations to Chief Guest, chair persons, keynote speakers and participants

3.18. Send invitation to press

3.19. Finalize event details:

- ✓ Determine the duration of the seminar
- ✓ Mode(s) of deliverance
- ✓ Equipment needs of Presenter
- ✓ Prepare Handouts and other learning material for participants
- ✓ Prepare Banner and Brochures
- ✓ Secure caterer

3.1.10. Registration Forms: Design registration forms and confirm method of registration (normally by email or registration in reception)

3.1.11. Prepare final list of participants and guests: The final list of those persons attending the seminar is prepared. All relevant persons are notified of the number of participants (Caterer, Presenter, and Facilitator).

3.1.12. Accommodation for outstation Guests: Booking of hotels and guest houses for guests.

3.1.13. Transport arrangements: Arrange transport for to and fro airport and railway stations and also intercity tours.

3.1.14. Final Mailing:

Contents of final mailing:

- ✓ Seminar title, dates, location;
- ✓ Description of seminar venue (facilities);
- ✓ Postal address, telephone and fax numbers, e-mail address of lead contact;
- ✓ Reception arrangements and registration desk opening hours;
- ✓ Hotel and other accommodation details and locations relative to seminar venue – a map is always useful;
- ✓ Any off-site seminar venues and arrangements for local transport etc

3.1.15. Follow up and reminders to reconfirm attendance: Ascertain the potential participants who are attending the seminar and remind them of start date.



3.1.16 Acquire all resources required for seminar and prepare Seminar checklist:All the resources such as audio-visual equipments, communication equipments and stationeries should be in place.Seminar checklist should be prepared including the following elements:

- ✓ Projectors, Laptop
- ✓ Camera
- ✓ Flipcharts
- ✓ Display Boards
- ✓ Stationery – markers, pens,pencils, clipboard, notepads, tape, scissors etc
- ✓ Handouts
- ✓ Nametags
- ✓ Event bags

3.1.17 Preparation of Programme agenda with all sessions and time allocation: The program should consist of an appropriate number of sessions and should encourage group participation through the use of panel discussions or debates, plenary and parallel sessions. Complete session details such as allocated time for lecture followed by a question and answer period and breaks should be clearly mentioned in the program agenda.

3.1.18. Complete Schedule for each day of seminar listing what is needed and at what time

4.1.Implementation Phase

4.2. Venue Arrangements:Arrive at the venue and ensure the desired arrangements.

4.2.1. Seating arrangement for Guests: Set a head table for guests. It should have:

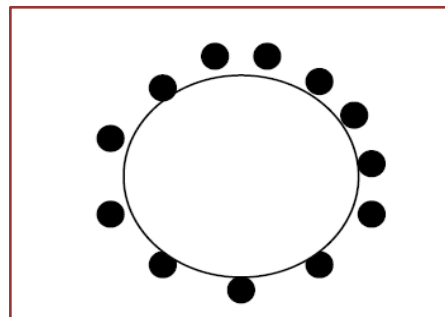
- ✓ Name plate of each guest
- ✓ Writing Pad and Pen for each guest
- ✓ Water bottles with glass for each guest

Note: Water bottles should be laid down horizontally on the table so that it should not create obstruction while taking photograph

4.2.2. Seating arrangement of Participants:

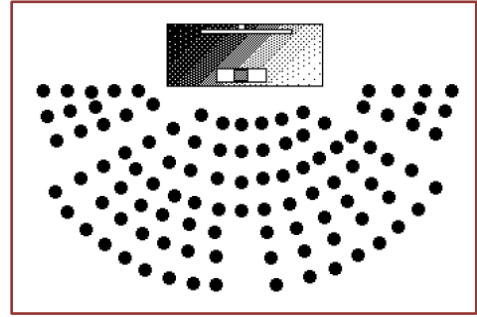
Circle:

Place chairs in a circle if interactive discussion of a fairly small group will be the primary activity of the Seminar.



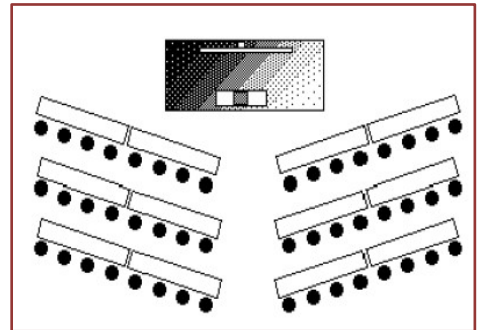
Semicircle:

Semicircle provides all attendees good viewing and audience contact, and the Presenter has high audience density with great eye contact. Since center aisles are prime seating areas, the aisles are moved to the sides. All chairs face the Presenter. Ideal, if a projection device, chalkboard or flip chart will be used.



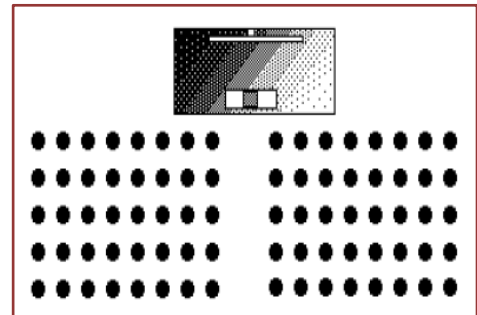
Herringbone:

Theater or classroom seating, positioned in angles or curves to face the stage. This setup is both unique and functional. Each member of the audience can look straight forward and have a good view of the stage. It's the next best thing to Semicircle.



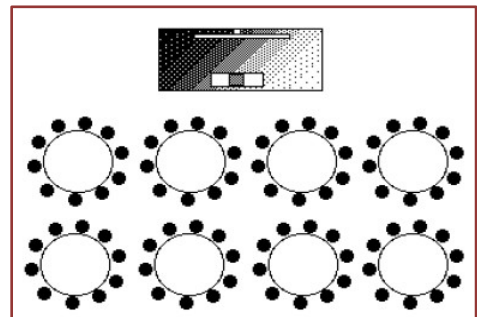
Theater:

Straight rows of chairs facing the stage, without tables. It allows for the highest audience density and keeps them closest to the front to create increased audience responsiveness. However such arrangement does not support interaction among participants.



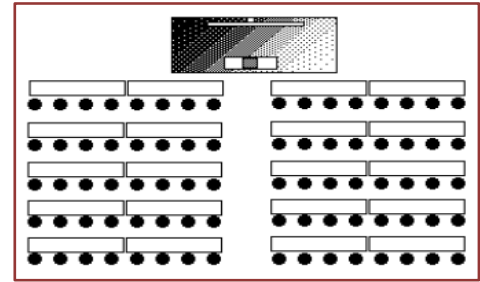
Banquet, rounds:

A series of round tables set with 8-10 chairs. This is a good setup for networking among the people at the table. It has the drawback of severely limiting seating capacity, spreading the audience too far from the stage, and forcing half the audience to crane their neck or rotate their chairs.



Classroom:

Rows of chairs, as in theater, placed at long, narrow tables. The best tables measure 18" x 6" or 8". You lose some audience density and seating capacity, but gain comfort and writing ability for the attendees. For long seminars, this layout works best.



4.2.3. Seating arrangement for Press: Keep the seats in the first rows for guests from Press.

4.2.4. Separate Seating arrangement for VIP guests: Keep sofa for VIP guests

4.2.5. Equipment and material required by the presenter: Check whether all aids for presentation are ready and working such as:

- ✓ Laptop
- ✓ Projector
- ✓ Speaker
- ✓ Microphone
- ✓ Pointer
- ✓ Screen
- ✓ Display Boards
- ✓ Podium with microphone
- ✓ Flip charts

Note: Display boards or monitors should be placed in front of Head tables so that the guests need not to turn repeatedly for looking at the screen and Projector should be set properly to avoid reflection and screen should be visible to all audience and guests.

4.2.6. Check all Indicators: Clearly visible indicators should be in proper place indicating Lavatories, Drinking water etc.

4.2.7. Check Electricity, Light, Fan, AC, and Generator connections if any

4.2. Arrangement for registration:

- ✓ Reception arrangement and registration desk opening on time
- ✓ Name tags of participants laid out
- ✓ Participants' handouts and information packets are laid out
- ✓ Flowers for every participant and bouquets for special guests

4.3. Opening Ceremony/Inauguration:

- ✓ Prepare a separate agenda for inauguration
- ✓ Fix one anchor for the session
- ✓ Welcome all guests and invite them one by one on the dice
- ✓ Presentation of bouquets to all the guests



- ✓ Presentation of memento to the guests
- ✓ Hands over the seminar to speaker

Note: Fix Photographer for still photography and video of the session and ensure arrangements for lunch, refreshment and water. Fix duration of tea breaks 15 to 20 minutes and that for lunch 45 minutes to 1 hour.

4.4. Check all arrangements by Caterers:

- ✓ Inform Caterer in advance about Head timings of break.
- ✓ Arrange for packed work lunch.
- ✓ Number of counters should be more to avoid unnecessary delay and check buffet arrangements.

4.5. Conducting seminar using seminar methods and visual aid

4.6. Summarize and reconnect with objectives

5.1. Evaluation Phase:

Evaluations provide concrete feedback to the facilitator about how the seminar was received thus; it is an important part of any seminar.

5.2. Administer evaluation sheets: Evaluation sheets should be distributed among participants to record their feedback about the seminar and to know how it was useful to them. Evaluation sheets should be gathered for overall assessment.

6.1. Closing of seminar:

- ✓ Distribution of certificate at the end of the seminar to the participants.
- ✓ Closing the event with vote of thanks.
- ✓ Lastly accompanied with a group photo.

References:

Guidelines for Conducting Workshops and Seminars That Actively Engage Participants.

© February, 2001 Richard Tiberius and Ivan Silver Department of Psychiatry, University of Toronto

http://www.hsc.wvu.edu/aap/aap-car/faculty-development/teachingskills/guidelines_for_conducting_workshops_%282001%29.htm

Guidelines for organizing Conferences

<http://www.ica.org/download.php?id=2633>

Guidelines for Seminars

http://www.uwo.ca/biophysics/dept_forms/guidelines_seminar.pdf



