

Planning-Example: Workshop for Nonprofit Organizations

Marketplace in Hannover. Time: 2 PM - 5 PM, Location: New City Hall

Agenda

Time	Content
2:00 PM	Welcome by the host / organizing committee Information about the Hannover Social Marketplace in general
2:20 PM	Movie about the first Hannover Social Marketplace in 2007
2:30 PM	The Marketplace from the perspective of companies and NPOs Experience, motivation, expectations (input from companies and NPOs that already participated in a Marketplace)
2:50 PM	Short break
3:00 PM	Group work: A: For the following questions, note a max. of 3 bullet points on each card and post it on a board: <ul style="list-style-type: none">▫ Who are we and what is special about us?▫ What kind of support do we need for what purpose? (*)▫ What can we give to companies, what form of “thank you” / what do we want to offer in return for their services? B: 90 second presentation of each project and evaluation within the group
4:30 PM	Conclusion with all participants

-
- * The desired support services can be categorized as followed:
- Goods, media, infrastructure (property, vehicle, copier, etc.)
 - Labor for refurbishing, redecorating facilities and sites
 - Employee competency, convey know-how, marketing
 - Contacts with others – companies, foundations, supporters, professionals, etc.

Marketplace Hannover: Info for the training of NPOs

1. Prerequisites

Participation in the workshop is mandatory for the participation in a Marketplace. Each organization can send a max. of 2 people. About 2 weeks before the Marketplace, there will be 2 alternative dates offered for a workshop, each one about 3 hours long (see agenda above).

2. Goal

The workshop will inform about the Marketplace, tune in for the Marketplace, and answer remaining questions. All participants are brought onto the same page. The workshop furthermore allows for the exchange of experience between nonprofits.

3. Program

The event is roughly structured into 3 phases: information phase, team work phase, conclusion. The team work phase of about 1.5 hrs is structured and critically monitored by a moderator.

The information phase contains following aspects:

Info about the goal, characteristics and the course of the Marketplace, a movie about the first Marketplace in Hannover, as well as a brief presentation of the experience from a company' point of view as well as a NPO's perspective.

In the conclusion, all remaining questions will be addressed and clarified with all participants.

4. Teams

The main purpose of the teams is to mutually reflect on how to present the organization's concern to the companies clear and incisive. The teams consist of 6 to 7 participants, depending on the number of registrations.

In each team there should be 3 questions answered from the NPO's point of view:

- (1) Who are we and what is so special about us?
- (2) What kind of support do we need and what for?
- (3) What do we have to offer to companies?

Each team member writes at most 3 concise bullet points to each question on a different colored card: Question 1 – blue, Question 2 – red, Question 3 – green. One after another each organization posts their cards on the pin board. They have 90 seconds to present themselves based on the questions and

bullet points. Each presentation will be followed by a brief evaluation with Q&A followed by the next presentation.

Time line of the group phase:

- Greeting, writing bullet points on cards – max. 15 minutes
- Posting cards on pin board, presentation, evaluation – max. 8 minutes per NPO = max. 60 minutes

Following questions can be addressed in the remaining time: What did we take away from the group phase? If applicable, are there certain hints from organizations that already have experience with companies? What is particularly relevant?

The specific task of the “neutral“ moderator within the team, is to critically question in order to address ambiguities, track the time (if possible do not overrun allotted time), and press for the conciseness of the presentations (particularly in means of the kind of desired support)

Through the mobile presentation tool “Speed-Dating”, organizations should be able to point out the desired form of support from the companies in as little time as possible and as concise as possible.

The necessary material for the Marketplace (pin boards, cards, markers) is provided, as well as the breakdown of the teams. The moderators will bring a watch if possible with a stop watch function.

5. Experience

The preparatory workshop for the NPOs that want to participate in a Marketplace for the first time, has shown to be very efficient and useful in many ways, such as the provided information, the communication among each other, and the motivation to present at the Marketplace. This experience not only proved true for the NPOs, but also all other Marketplace organizers.