

How to Run a Successful KeyNotion Conference Workshop

What Is a KeyNotion Conference Workshop?

A KeyNotion conference workshop provides a guided group experience.

Instead of presenting your story or showcasing your expertise, you empower participants to work with your method — hands-on, in teams — and generate their own insights.

At KeyNotion, we see these workshops as a cornerstone of our events, offering real engagement, practical takeaways, and lasting impact.

By leading an engaging, insight-driven workshop, you increase your chances of being approached by participants and sparking meaningful exchanges with fellow experts.

Mind the difference


Format	Purpose	Role of Presenter	Experience for Audience
Expert Insight	Share your unique expertise	Be a speaker of authority	Listen, reflect
Case Study	Tell a real-life success or failure	Be a storyteller / analyst	Learn from presenter's experience
Conference Workshop	Let them try your method themselves	Be a coach / facilitator	Create own experience → Reflect → Apply in a team

In short: In a workshop setup, you don't tell your story.

You allow the participants to create their own story by using your method.

How to Set Up and Structure a Workshop

There's no one-size-fits-all format. Your workshop structure should reflect the kind of experience you want participants to have — whether it's problem-solving, co-creation, or reflection. Use this guide as a starting point, and don't hesitate to adapt, consult experienced facilitators, or explore proven formats online to shape your ideal flow.

 Turn your workshop into your signature contribution to the conference

A great workshop creates buzz.

People walk out energized.

They talk about what they did, not what they heard.

Ingredients Checklist

- Room setup: typically 4-8 participants (ask KeyNotion for details, if required)
- Printed handouts per table (for round 1, 2, 3; KeyNotion can print for you)
- Your facilitator slide deck (intro, rules, recap)
- Optional: post-it notes per table (e.g. for posting results to a wall)
- Optional: digital tools for surveys (yet: keep the focus on the live experience)

Structure: A 40-Minute Blueprint example

Segment	Time	Purpose
Scene Setting	5 min	Short intro (3-5 slides)
Round 1 (individual)	3 min	Personal thoughts / warm-up + 5 minutes sharing per table
Debrief 1	3 min	invite one table to share
Round 2 (per table)	8 min	team discussion or task
Debrief 2	3 min	stick results on wall or sample results from tables
Round 3 (per table)	8 min	Mini-project or decision-making moment
Debrief 3	3 min	visual harvesting or digital polling
Wrap-up	2 min	sum up insights, next steps

Rules for a Successful Workshop

Your Role: From Expert to Enabler

- Be the **guide on the side**, not the sage on the stage.
- Respond to questions **at the table**, not from the podium.
- Keep the energy flowing — if something doesn't work, improvise.

Adopt a Facilitator's Mindset

- **You are Shakira, not Einstein!**
Bring rhythm, movement and emotion.
It's about your energy. Your expertise is taken for granted.
- **Read the room:**
If people are stuck, nudge them. If they are in flow, stay out of their way.
- **Be curious.**
Let participants surprise you.

Design Principles for your workshop

- **Repeatable:** People should be able to use the method back home.
- **Simple:** No jargon. Materials speak for themselves.
- **Collaborative:** Each table works as a small unit.
- **Visible:** Output should be visible — on walls, boards, or screens.
- **Live-first:** Digital tools can support but should not replace real talk.

Checklist for Workshop Handouts

Make sure each handout includes:

- A **brief explanation**, if needed, to frame the activity
- A **clear task** that anyone can complete — no expert knowledge required
- A few **closed questions** for quick comparisons
(e.g., “In my organization, we do A, B, or C”)
- **One open question** to spark discussion (e.g., “What’s your experience with...?”)

Keep the design of the handouts clean and intuitive —
they should guide the process without you having to explain it.



*This guideline has been created in collaboration
with our partners from [exceedium](#)*



The current KN producers instruction:

Workshop concept.

40" time.

Room/table cabaret layout (easy to use for group work, later).

Can be a short presentation from the beginning. After that, Delegates are divided into groups, based on the presenter's decision (how many groups/how many persons are in one group). They got some tasks, time for the preparations, and evaluation as well. This is basic, details are based on the Moderator.

Use flipchart, markers color post it (all those must be specified by a presenter in advance, ideally as part of his confirmation from the beginning) We need to order in advance as well.