## Speakers





Cristyn Johnson
Local Arts Advancement
Program Manager
Americans for the Arts



Ceci Dadisman
Digital Marketing
Manager
FORM



Norah Johnson
Director of Public
Awareness & External
Affairs
Pennsylvania State
Council on the Arts

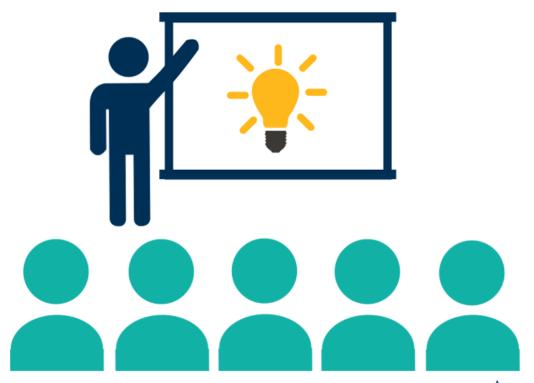


## Agenda

- I. WELCOME AND AGENDA REVIEW
- II. IN-PERSON VS. DIGITAL IS ONE REALLY BETTER?
- III. TOP 5 TIPS FOR EXECUTING IN-PERSON TRAININGS
  - I. Value and benefits
- IV. TOP 5 TIPS FOR EXECUTING DIGITAL TRAININGS
  - I. Value and Benefits
- V. Q&A

## **Top 5 Tips for Executing In-person Trainings**

- 1. Content, content, content.
- 2. Think about structure.
- 3. Make it engaging and include activities.
- 4. Make your training accessible.
- 5. Evaluate. Reflect, get feedback, and make changes.





## **Top 5 Tips for Executing Virtual Trainings**

- 1. Content, content, content.
- 2. Make it engaging and include activities.
- 3. Make it visual.
- 4. Make your training accessible.
- 5. Evaluate. Reflect, get feedback, and make changes.



