



Event Facilitation Guide

Sample Agendas

The following sample agendas can help you think through what material you might want to include in your own event agenda, depending on the amount of time you have available. Please note that the activity names refer to sample activities outlined in the next section. Sample icebreakers are also included in the next section. Content notes, such as sample discussion questions, are also included in this document.

Sample agenda for a 2 hour event	Sample agenda for a 1 hour event
Introduction and Icebreaker (10 minutes)	Introductions (5 minutes)
Show and briefly discuss all 7 lessons (60 minutes, including break)	Show and briefly discuss 2 lessons (20 minutes): Lesson 1: Paving the Way for Women Entrepreneurs Lesson 6: Leading People and Change
Group discussion (15 minutes)	Group discussion (10 minutes)
Activity: Event (30 minutes)	Activity: Act it Out or Speech (20 minutes)
Wrap-up (5 minutes)	Wrap-up (5 minutes)

Sample Icebreakers and Activities

Feel free to pick and choose from the below activities and icebreakers for your event, or develop your own!

Icebreakers

1. Partners (10 minutes, depending on group size)

Have participants pair up and take 2 minutes to get to know one another. Then, have each person take 20 seconds to introduce his or her partner to the larger group.

2. Common ground (5 minutes)

Have participants form a circle. Join the circle and state your name and one fact about yourself, such as where you are from, what you like to do in your free time, your occupation, etc. Ask all participants who share the same fact or interest to either stand up or raise their hand. Have the person to your left introduce him/herself and share a fact. Continue to go around the circle until everyone has provided a fact about him/herself or until five minutes have passed, whichever comes first.

3. Preferences (5 minutes)

Create an imaginary line through the room or use masking tape to draw a line on the floor. Each side will represent one choice. Ask a number of questions and have participants identify their preferences by standing on one side of the line. If they are unsure, they can stand in the middle. If the answer is neither, they can stand in a different part of the room. Example questions may be:

- Walk or drive?
- Sweet or savory?
- Hot or cold?
- School or work?
- Introvert or extrovert?
- Music or TV?

Activities

1. Form a business or entrepreneurship support network (40 minutes)

Each group will brainstorm and begin planning a support network to advocate for women entrepreneurs. Break the participants into small groups (ideally 3-4 people per group). Each group should take five minutes to decide what their network would do to support women entrepreneurs, then spend 20 minutes building out a plan:

- **What** would be your focus?
- **Why** do you feel this focus is particularly important?
- **Whom** would you invite to join the network?
- **Where** would the network meet?
- **How** would you fund the network?
- **When** can you get started (what are your next steps)?

Have each group present back to the larger group with their plan. Encourage all members of the group to participate in the presentation while trying to limit each group to 2-3 minutes.

2. Event (30 minutes)

Ask the class to form small groups of 4-6 people. Each group will brainstorm an event they can host to help empower women entrepreneurs. Have members of each group take on various event planning roles and identify the tasks they need to do to host their event. Here are some example roles:

- **Keynote speaker:** the person who will deliver the keynote speech. Have them think about the key points they want to make. How they would go about preparing to support those points? Would they need to do research?
- **Organizer:** the person who will handle the logistics of the event. How will they find a space? Who will they invite? What will they need as far as technology and resources on the day of the event?
- **Promoter:** the person who will reach out to the invitees and spread the word about the event. How many people will they invite? Who will you reach out to: local businesses, women entrepreneurs, members of the community, or all of the above?

Select 2-3 groups to present back to the larger group with their plan. Encourage all members of the group to participate in the presentation while trying to limit each group to 2 minutes.

3. Speech (15 minutes)

Split participants into teams of 3-4 people. Have each team identify a group that may have put up barriers to girls receiving an education, such as parents or a school. Have each team draft a short 3-4 minute speech that they could give to the this group. Instruct each team to include the barrier they are combating and steps they can tell their chosen group to take to remove said barriers. Have 1-2 people present their speech. After each speech, ask the class to provide the speaker feedback on both the content of their speech and their delivery.

Event Content Notes

Below you will find notes and talking points aligned with the various content that you might include in your event. **You don't need to use all of this material!** You should customize the PowerPoint, discussion topics, and activities based on the topics you want to focus on during your event. Make this event your own!

Content	Notes
Introduction and Icebreaker	<p>At the start of the event:</p> <ul style="list-style-type: none"> • Thank participants for joining. • Introduce yourself. Provide a basic overview of the YALI Network and direct participants to the web address (yali.state.gov) for more information. • Briefly share why you are interested in this topic and chose to teach this course. • You may want to do a short icebreaker activity in which participants get to briefly meet one another, but be sure to keep this short as it can take up a lot of time to do introductions if there is a large group. See the previous section for sample icebreaker ideas.
Course Objectives	<p>Explain the objectives of the course and the logistics of how the session will run:</p> <ul style="list-style-type: none"> • Note the lesson topic(s) that you will cover. • Mention any group discussions or activities you are planning to conduct. • Let participants know where they can find things like restrooms, emergency exits and water fountains. Let them know if there will be any scheduled breaks. <p>Sample objectives include:</p> <ul style="list-style-type: none"> • Understand the challenges women face in the business world and learn ways to overcome them. • Learn how to build a network that can support and provide new connections and opportunities for women entrepreneurs. • Develop the skills to be a leader and drive change in your community. <p>For each lesson that you include, you will either play the course lesson video/audio (via streaming or download) or pass out the transcripts for people to read on their own. After each video, you can use some of the following sample questions (or others that you develop) to lead a short discussion.</p>
Lesson 1: Paving the Way for Women Entrepreneurs	<p>Sample discussion questions:</p> <ul style="list-style-type: none"> • What challenges and barriers do women face in the workplace? • How can you help yourself or women you know overcome these barriers?
Lesson 2: Networking to Get Ahead	<p>Sample discussion questions:</p> <ul style="list-style-type: none"> • What are the benefits of networking? • What are the characteristics of a good networker?

Content	Notes
Lesson 3: The Art of Public Speaking	Sample discussion questions: <ul style="list-style-type: none"> • How can you apply public speaking strategies to your everyday life? • What advice would you give someone who has never delivered a speech or spoken in public before?
Lesson 4: Pitching Your Business Ideas for Investment	Sample discussion question: <ul style="list-style-type: none"> • Think about an organization to whom you may like to pitch your idea. How would you approach this organization? What might convince them to invest?
Lesson 5: Setting and Achieving Goals	Sample discussion questions: <ul style="list-style-type: none"> • Why is it important to set goals? • What goals have you set for yourself? Have you achieved any of them? What steps have you taken to achieve them?
Lesson 6: Leading People and Change	Sample discussion question: <ul style="list-style-type: none"> • Can you identify the team leader, manager, or mentor who has been the most helpful to you and what made them so?
Bonus Lesson: Ten Principles of Servant Leadership	Sample discussion question: <ul style="list-style-type: none"> • Which three principles from the lesson resonate the most with you and why?
Summary	<p>The earlier sample discussion questions focused on key takeaways and issues related to each individual lesson. You also should spend time discussing the bigger picture: the challenges women still face in the business world and ways that you can work with your community and local organizations to remove barriers to their success. The following sample questions can be used to discuss that bigger picture.</p> <ol style="list-style-type: none"> 1. What challenges have you or a woman you know faced in the workplace or in the business world? Tell participants they do not have to name specific people or companies if they are not comfortable doing so. 2. Why is it important to speak up about gender bias and what are the best ways to do so? Have you witnessed gender bias? How did you handle it? Would you handle it differently now that you have taken these lessons? 3. How can you promote behaviors and attitudes that will combat gender bias in the workplace? What suggestions would you give your employer to help eliminate gender bias? What advice would you give women entrepreneurs when it comes to their attitude and reactions to gender bias? 4. What type of community-based activity or network event could help empower women entrepreneurs in your community? What are the first steps you would need to take to start this event? What are the biggest challenges you may face when it comes to setting up this event? This discussion question could be used to move into the group activity on planning and hosting an event.

<p>Next steps</p>	<p>Keep the momentum going by encouraging participants to start taking action in their community! The following are ideas for next steps they can take after the event.</p> <ul style="list-style-type: none"> • Identify a woman or group of women in your community who are facing barriers to success in the workplace or with starting a business. This can include you! Develop information and resources to educate those people or organizations that are putting barriers in their way. Involve the community in your efforts and work with them to inform others about how they can empower women entrepreneurs. • Network with local organizations and businesses to develop solutions to gender bias in the workplace. • Host an event that encourages and empowers women entrepreneurs. Write a 5-10 minute speech using the skills you learned today. Practice your speech beforehand in front of a small group and ask for their feedback to help you improve your speech. • Establish professional goals for yourself or help a woman entrepreneur establish goals. What steps do you need to take and who can help you reach your goals? When it comes to launching her/your business, who will you partner with? How will you fund it? How will you involve your community?
<p>Wrap-up</p>	<p>Include time at the end of the presentation for a wrap-up.</p> <ul style="list-style-type: none"> • Encourage participants to go online, take the full Empowering Women Entrepreneurs course and take the associated quiz so they can get their YALI Network Online Course certificate. If you hold your training in a setting such as a school, you may be able to have participants take the online quiz while they are at the event. • Encourage participants to join the YALI Network if they are not already members. • Ask if participants have any feedback on the session, which you can incorporate into your next #YALILearns event. • Be sure to thank participants for coming, and pass around the handouts that they can take home with key takeaways from the session and information about joining the YALI Network.