

The Paraffin Workshop Bootcamp will have you ready to design and facilitate workshops in one day

Delivered via expert speakers, presentations, anecdotes, films, and posters, we will immerse and inspire you in the tools, techniques and approaches needed to run collaborative working sessions.



# WORKSHOP BOOTCAMP



There will be plenty of opportunities to participate, reflect, and work through the tools first hand to put it all into practice.

This is an unmissable opportunity to learn everything you need to be an excellent workshop facilitator.

Email [danielle@paraffin.ltd](mailto:danielle@paraffin.ltd) to sign up or request more info.



**27 June 2019, 9.30am-5pm**

Lumiere London  
1-2 Silex Street  
London SE1 0DW

**Ticket price £450 or £350 pp  
if you sign-up before 31 March!**

*Our accompanying resources, 'The Workshop Book' (workshops best practice manual) and the 'Paraffin Power Pack' (complete set of workshop tools) can be ordered in advance, or will be available on the day for £50*

## OVERVIEW OF THE DAY

- Workshop best practice
- The science behind workshops
- How to lead with impact
- Defining the projects purpose
- How to fuel creativity
- How to provoke disruption
- How to activate ideas
- How to deliver impact
- Breakout to put the theory into practice & live feedback

## GIVE

Bring a future or past workshop topic to work on in the session

Bring energy and focus to share with other participants in break-out sessions

Bring your personal purpose, skills, talent and experience to the training

## GET

Leave with a solid plan, approach and ideas to deliver

Leave with all the tools and techniques you need to use for diverse workshop objective

Leave with new contacts, connections and a network of fellow facilitators to call on for advice





## WHAT PEOPLE SAID ABOUT OUR LAST BOOTCAMP

"..the most beneficial part of the workshop was receiving concrete tools and ideas to help organize workshop planning. I am confident these tools will...ease the stress and chaos that can go into planning a workshop...(and) help provide simplicity and clarity to help drive impact for the audience pre-, during, and post event."

Associate, Marketing Culture & Learning  
ABI

"...it provided me with new tools, new ways of thinking, and perhaps most helpfully, new ways of doing things that I had been doing for years but in a much more pragmatic, simple, and importantly time-efficient way!"

Senior Insights Capability Manager  
Twining

YOU'RE WELCOME!



"Loved the energetic presentation and sharing of experiences. The mix between client and agencies was really good as we can learn from each other."

Global CMI AXE Masterbrand  
Unilever

## WHY PARAFFIN?

Paraffin is the leading workshop supplier for top global clients and research agencies. We lead best practice thinking and application in innovation, insights, trends and strategy workshops, and we create toolkits and capabilities projects for global clients.

The trainer whipping you into shape is one of our experienced facilitators who currently works on live projects with leading brands, evolving our tools and techniques to remain up to date with the changing consumer landscape

<https://paraffin.ltd/brand-story/>



"I liked the openness of the day- sessions and also open questions / comments / small groups. Given it was only 8 hours it went so quickly - which shows how engaged everyone was."

Senior Insight  
Kellogs

MD Pam Hamilton is the author of The Workshop Book which reached number 5 in the WHSmith Business charts



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