

Planning

Designing
courses,
workshops,
presentations,
itineraries, and
more

Dear Educators & Facilitators,

This is a top-down blueprint for anyone designing engaging, interactive, and meaningful activities, sessions, courses, or workshops.

It can be used as a standalone template, a planning practice tool, or as part of a larger educational unit.

Find a pre-filled example for a 5-week conversational English cohort (“Curveball Catchers Cohort”) and additional AI tips at: wearebiljka.com/confidently-unstuck.

Have fun & let those creative design juices flow!

Biljka

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I. Blueprint & Identity

Theme/Topic

What exactly are you designing? What is its core soul? What is the overarching subject?

Purpose

What is the purpose behind it? What specific problem(s) does it solve for your participants?

Audience (↔ Topics)

Who is this for? Be as specific as possible (age, profession, skill level). Identify relevant overall topics/fields/domain you'll be dealing with.

Methodology

If applicable, identify the methodology or specific guidelines.

Title & Branding

Identify the title. How does the title reflect the purpose/identity? If applicable/relevant, add a subtitle and/or a tagline of your course.

II. Structure & Logistics

Format

How exactly is this being delivered?

Duration

Where and if applicable, define constituent parts/ sections, the number of sessions, and their length.

Group Size

What is the minimum and/ or maximum number of participants to ensure everyone gets value?

Content & Outline

Map out the journey your participants will take from start to finish. Include plans and summaries for each section, session, etc. If applicable, add specific topics, activities, their duration, etc.

III. Design Principles

How will you facilitate the experience? Which principles will you apply? What needs to be taken into consideration? How will you achieve the purpose and the objectives? E.g., time management, engagement, style, Q&A, feedback, interaction, activity formation, etc.

Note: Don't forget to include pricing, location, and the exact time and date if/where applicable.