



Become a fearless focus group facilitator

Calling all researchers, evaluators, policy makers and service design practitioners.

Focus groups get you close to your consumer and help you understand how your policy or programme fits the consumer's everyday life. Focus groups are a proven data collection and engagement tool and one of our go-to tools for gaining consumer's insights.

Escape your comfort zone and dust off your facilitation skills

1. How to use your discussion guide to meet your objectives
2. How to manage your time and keep discussion on track
3. How to manage sensitive discussions and avoid harm
4. Techniques to draw out quiet participants and manage disruptive ones
5. When and how to use projective techniques to gather deep data
6. How to welcome participants positively and with purpose
7. How to invite introductions to understand participants' context
8. How to positively introduce data recording and informed consent
9. How to acknowledge participants and end your discussion positively
10. Things to consider when choosing a focus group venue

| | Half Day \$350 + GST | Full Day \$650 + GST |
|-------------------|---------------------------------|-------------------------------------|
| Wellington | Tuesday 14 August 9am - 12pm | Wednesday 15 August 9am - 4.30pm |
| Auckland | Tuesday 21 August 9am - 12pm | Wednesday 22 August 9am - 4.30pm |

Spaces are limited so book your half or full day workshop [here](#), or call us on 04 473 3883.

The half day workshop will provide you with a good understanding of focus group techniques to skilfully apply to your next project.

The full day workshop also gives you a safe place to practice challenging elements of focus group facilitation such as projective techniques, managing quiet or dominant participants and keeping discussion on track.

Workshops facilitated by Sandar Duckworth and Liz Smith

Sandar and Liz lead research, evaluation and strategic design consultancy, Litmus Ltd. Over the last 20 years, they have designed and conducted over a thousand focus groups for a social purpose. They have delivered practical, safe and immediately usable training to government and not for profit agencies and their own team of researchers, evaluators, design practitioners and interns. They would love to share their expertise so you can put consumers at the heart of your policy or programme.