

Top tips for getting learners to your *UP Skills for Work* workshop

We spoke to host organizations across Canada. Here's what works for them.

1. Create a roster

Find out what work-related topics members of your community want to learn about. Ask for their contact information. That way, once you've booked the *UP Skills for Work* workshop(s) that cover(s) those topics, you can contact them to give them the first chance to sign up!

2. Use clear language when you promote your workshop(s)

Be sure to include all the information that the learners need. For example: the time and date(s) of the workshop(s), and what topics they will cover.

3. Use the free *UP Skills for Work* promotional posters

Once you book your workshop(s), you'll receive a free *UP Skills for Work* promotional poster that you can fill in. Put the posters up throughout your organization or share them through email and social media. If you'd like to create your own promotional posters, contact us for more information.

4. Have learners pre-register

When you promote your workshop(s), ask learners to register before the first workshop, either in person, by phone, by email, through a [Facebook](#) or [Meetup](#) group, or other online sign up process.

5. Let learners know space is limited

In your promotions, include the number of spaces available in your workshop. You might say "Only 20 spaces available". When learners see this, they're more likely to sign up so they don't miss out!

6. Be strategic with your promotion

If offering the workshop(s) at the beginning of the year, you might say "It's the New Year! Resolve to increase your soft skills!"

7. Go to where the learners are

Place your *UP Skills for Work* posters where your target audience might meet. For example, try food banks, religious centres, grocery stores, street ministries, probation offices, or social service agencies.

8. Involve other service providers

Share information about your workshop(s) with other service providers in your community (for example: nurses, occupational therapists) who can then let their own clients know about your workshop(s).

9. Provide incentives

To encourage learners to attend, consider providing coffee, tea, snacks, bus tickets or tokens, or raffle tickets for items like gift cards. The honorarium cheque we send you will help cover this cost.