

Facilitating Focus Groups

A practical one-day workshop on how to facilitate focus groups for opinion research or any other structured group meeting.

It applies equally to in-house PR executives and those in consultancy.

PROFESSIONAL
£325*



*For companies in the PRCA or delegates in the CIPR. Full price £395+VAT.

Aims of the course

Delegates gain the skills needed to facilitate focus groups so as to avoid influencing the outcomes. They develop the necessary listening and questioning skills. They are shown how to handle difficult people.

Delegates learn how to:

- Organise and set up a focus group
- Listen actively
- Ask effective questions
- Manage discussions so that everyone has their say and no one person dominates
- Keep discussions on track without biasing the results
- Interpret results from a focus group
- Be a facilitator through practical role play



PR Training Provider

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COURSE CONTENT

Introduction

What is a focus group? Qualitative research and how it works; its strengths and weaknesses; how focus groups fit in to the wider view of research.

Organising a focus group

Selecting delegates. Selecting a venue. Payment. The length of a session. Recording the session. Clarifying your aims. Designing a discussion guide and questions. Establishing ground rules and expectations. Running the group. Closing the session.

Delegates work in groups to plan and develop content for focus groups.

What can go wrong?

How people behave in groups. Top tips for dealing with those people every facilitator dreads: the silent; the dominant; the garrulous who go off at a tangent; and so on.

Listen up!

Remaining non-judgemental. Using open questions. Using closed questions.

Delegates work in pairs to explore the impact of listening and non-listening, as well as body language.

Practical role play

Each participant takes a turn running a session with the other delegates as participants. The range of themes for the focus groups is very wide. Each session is interspersed with group discussion and feedback from the course facilitator.

RESOURCES

Delegates take away a workbook with chapters on: *A guide to managing focus groups* and *Top tips for dealing with difficult participants*.