

Concepts and theories in organizing seminars

1.1 Definition and meaning

Seminar Means the study or research and bring the problem to debate various aspects and come to a common conclusion with the following elements:

1. Individuals and groups of people
2. Project
3. How to organize or format the seminar
4. Content and stories

Seminar Process refers to the process from the beginning of the seminar until the seminar ends.

Phase 1 Pre-seminar

Phase 2 Seminar Implementation

Phase 3 After the seminar

1.2 The format and technique of the seminar must take into account the following elements:

1. Group size
2. Topics and aims of the seminar
3. Media and venue for seminars

1.3 The format and technique of the seminar consists of 3 formats as follows:

1. Seminar format using discussion techniques
2. Seminar format using conference techniques
3. Seminar format using other techniques

1. Group process A seminar is a meeting of a group of people who share the same interests, are in the same circle to come together to think, work together to achieve the same goal, such as solving problems. Create collaborative work, come up with solutions. This means that the seminar organizer should allow members to clash and socialize, collaborate in groups, will be organized in large groups, small groups according to the appropriate duration of the seminar.

The group process has a great influence on the outcome. Have a clear framework, direction, goals. There are group leaders who are good at encouraging group members to brainstorm. There is a democratic atmosphere, exchange knowledge, rational ideas, respect the rules of the group, and be responsible, as well as having the group secretary record the group meetings effectively. Therefore, the organizer should find a group speaker who is good and understands the nature of the members, can provide information and clarify the process.

2. The concept of creating a way of thinking for members One of the values of a seminar is that ideas received from members are generated from brainstorming or storms of ideas, which if members have an effective way of thinking, they will get quality ideas because "ideas are at the heart of the seminar". The word good information means that it must be diverse, accurate, reliable, and sufficient for thinking. determine Therefore, the preparation of seminar materials must be well organized in order to be of sufficient quality to be used for discussion. But in addition to that, Good members need to seek information first, or gather their experiences in advance to support their thinking. Make a decision.

3 . Seminar Motivation Concept A good and effective seminar needs to motivate members to have needs. Eager to put in the work. Solve problems or want to stay in seminars all the time. Don't sneak out, go shopping, or lie down in your hotel room. If it is the first day of the opening ceremony, people are crowded, but after a long time, the second and third days are all gone. Sometimes the first day of the afternoon is already away if the seminar is boring.

The motivation for organizing a seminar is obviously physical is the venue, which means that the meeting room is modern, clean, beautiful, may not necessarily look luxurious, but rather conducive to meetings that do not seem crowded or cramped. The air conditioner turns on coolly. There is a full range of light, color, sound, and picture equipment. It doesn't work very well. Getting up to go to the toilet is convenient because it

is nearby. The bathroom is spotless, smells good. Side snacks Food and drinks are delicious, adequate, and easy to eat quickly. As for the room, it is convenient if arranged in the hotel without having to travel far. The rooms are spotless, spacious, equipped with a mini bar and necessary entertainment facilities such as TV, radio, cable but enough to get some personal rest, as well as various services that cater to the needs of the seminar participants. Located in the heart of the city or in a beautiful natural location. There are ornamental plants and others to help make the atmosphere in the seminar good, impressive.

Another important motivation is the content of the seminar, which includes: A systematic seminar process Friendly atmosphere There is a group process that contributes to the exchange of learning and has reached a resolution such as a clear concept of practice. It can be put to good use. Achieve your goals Of course, the key people who will cause this condition are the speakers, the seminar organizers, who will control Carry out the work as planned.

In fact, there are many other ideas that will help motivate you to make the seminar effective. continuous, such as accompanying exhibits. demonstration Taking a field trip or seeing the real thing Real conditions on related topics and exhibition and sale of goods (the latter is often seen, but be careful because members are too busy shopping in front of the seminar room until the seminar is frequent).

From the foregoing, it is possible to see whether the current seminar conditions are in line with these conceptual principles or not. I want to raise awareness and reflect on what seminar I'm going to hold next. Consider whether the benefits are worth your budget or not. Save and adhere to a bit of self-sufficiency. If you don't really need a seminar, you shouldn't do it. Today, the Thai economy is quite tight. Don't you think that's true?

1.4 Seminar evaluation

1. To know the problem
2. To know the effectiveness of the operation
3. To want to improve and correct various defects for the next seminar