

## **Mailchimp Briefing Case Study**

This year in our training calendar we decided to trial doing some short Briefing sessions as well as the longer, more formal training sessions. The idea was to have one-hour slots, ideally over lunch-time, to give a short overview of a particular subject.

One of the first Briefings we decided to do was on Mailchimp. Unfortunately because of busy workloads at the time, we were not able to prepare for the session as well as we would have liked.

I had prepared a detailed handout for the attendees and I decided to work through this during the session. However, as the Briefing was only an hour long, it felt quite rushed and I wasn't able to explain things as fully as I liked. Also, when I have done training courses in the past for example on Facebook and the do-it website, I have had the attendees walking through the steps with me on their own laptops as it is easier for them to see what I mean and for me to answer any questions they might have. I was not able to do this during the Mailchimp Briefing and I feel that the session would have benefitted from this.

One of the attendees also commented on their evaluation form that the session felt rushed and that it would have been good if they had been able to have a go at using Mailchimp during the session.

In this case I don't think that the Briefing style worked, however this may be because I did not approach the session the way that it was intended. I feel that I approached the session more like a training session on how to use Mailchimp, rather than just as an overview of Mailchimp and what you can do with it. I think that the Briefing style could work in the future, however the subject matter and way in which it was presented would have to be considered.