

Keynote, Seminar or Workshop? What's The Difference?

A keynote is a speech that is generally the main speech at a meeting or for that day of the meeting. Keynote speeches are often more costly per/hr., and usually address the entire group of meeting attendees at or after breakfast, lunch, or dinner. The keynote sets the tone of a convention and carries out the theme. The keynote usually is connected with prime time, such as a meal function, or delivered to open or close an event, or given to the entire convention in the main room. A keynote speech is typically 30 to 90 minutes and usually focuses on a broad topic of interest to all attendees.

A seminar is a presentation on a topic covering some facet of knowledge or skill. Seminars tend to be a blend of lecture and discussion. The program can be public or private and the presentation is often organized into modules. The speaker's goal is to impart knowledge of the topic, and he or she typically uses a combination of lecture, visual aids, interaction with participants, and exercises to get the job done. Due to the emphasis on theory and the imparting of information, a seminar is typically no more than half a day (three hours).

A workshop is similar to a seminar but with a greater degree of attendee participation, interaction, and hands-on exercises, is usually a full day (six hours) where participants learn and practice the knowledge and skills that is the workshop's focus.

Aaron is ready to provide you and your staff with services that will suit any time-frame, agenda or goal with topics that strike to the heart of your particular workplace or business dynamics.

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