Tips for writing an effective event description for digital skills training

When hosting a digital skills training event, it's important to ensure your participants understand how the event will run and what they can expect from it. Sharing accurate and clear information about the event topic, format and any pre-session requirements helps attendees know what they're signing up for.

One of the main ways to share these details is via your event registration page and in your event advertisements. From NeSI's experience hosting and helping coordinate events, we've found the most effective information to provide in an event description includes:

- An accurate and interesting name (not to be underestimated)
- Workshop basics including date, time, location, when registrations close, and how people can get in touch if they have questions
- What attendees can expect to learn
- Who the event is for
- What technical setup is required (e.g. downloading software)
- What prerequisite knowledge is required or recommended of learners

Below is an example of what this could look like. This template can be used for any type of training event, whether it's an hour-long webinar or a full-day workshop. Feel free to repurpose our example for your events, or use it as a starting point to build your own template. If you have any questions about hosting or advertising training events for your researchers, email the NeSI Training Team at training@nesi.org.nz.

EXAMPLE EVENT DESCRIPTION

Session title and event date, time & location details.	**Machine Learning 101 on NeSI** **Date:** 10 August 2021 **Time:** 9:00am - 4:00pm NZST **Location:** Online
Basic event	In this full day, hands-on workshop, the NeSI team will introduce

| **description (type of event, general topic being covered).** | you to the wonderful world of machine learning via the user-friendly Jupyter on NeSI platform. Come along to acquaint yourself with amazing algorithms and conquer your fear of obscure machine learning jargon. |

What attendees can expect to learn.

Learners will practice model fitting, evaluation and model selection. At the end of this session they should know:
- the definitions of key machine learning terms,
- the main phases of a machine learning project,
- the types of ML tasks and associated classes of models.

Who the event is for and recommended prerequisite knowledge.

Who is this event for

Researchers or individuals that know a bit of coding but not much about machine learning. We recommend attendees are familiar with Python packages Numpy/Scipy to get the most out of this training.

Setup requirements.

Setup requirements

You will need to have a NeSI account in order to fully participate in the workshop. Those that register will be sent instructions on how to do this approximately 10 days before the event.

Registration closing date (if applicable) and contact info for inquiries.

Registrations close on **2 August 2021.** If you have any questions or would like more information about this session, please email training@nesi.org.nz.