

So you'd like to host a workshop? *Fantastic! Here are some things to consider...*

- 1. Contact:** Get in touch with the PRIMER-e office right away to express your interest in hosting a workshop (email: primer@primer-e.com). The most important things to determine and communicate right away to us are: (i) the type of workshop you'd like to host; (ii) the dates you'd like to target; and (iii) the number of interested local participants.
- 2. Types of workshops:** There are three kinds of workshops:
 - **PRIMER v7** – covers non-parametric multivariate analysis and all of the key tools in the base PRIMER package.
 - **PERMANOVA+** – covers semi-parametric modeling, focusing on experimental design and more complex models of multivariate data contained in the add-on package.
 - **Advanced PRIMER v7 / PERMANOVA+** – covers the suite of more sophisticated tools available in PRIMER v7 and PERMANOVA+ in a single intensive week (for advanced participants).

Each workshop is 5 full days in duration. It is advised that participants either attend a PRIMER v7 workshop or be very familiar with the methods in PRIMER v7 before attending either a PERMANOVA+ workshop or an Advanced workshop. One option is to host two 5-day workshops back-to-back, giving people the option to register for week 1 (PRIMER v7 only), week 2 (PERMANOVA+ only), or both.

- 3. The way it works:** Typically, PRIMER-e invoices the participants and pays all costs, including lecturer fees, travel and accommodation for the lecturer, plus any logistic costs on site, such as catering for tea/coffee breaks, etc. The host organises all of the on-site logistics (e.g., room bookings, wifi access, access to powerpoints, etc.).
- 4. Critical Mass:** In order to fly, a good workshop needs to have a critical mass. Aim to achieve a participant list of *circa*. 25-30 individuals. Consider where they will come from – is there already a good number of keen locals? Canvas potential interest at your own organisation and those nearby. The lecturer usually caps the total number at ~35 in order to cater effectively to the important one-on-one interactions for data analysis that have made PRIMER-e workshops famous.
- 5. Timing:** Workshops are intensive: typically, five full 8-hr days (Monday – Friday). Choose a week that will not clash with other important events in your area (e.g., University lecturing/exams, conferences in the region, etc.) and consult with PRIMER-e regarding lecturer availability. You will need to provide ~ 6-12 months of lead-up time to prepare for and fill a workshop.
- 6. Venue:** You will need a space that can perform the dual role of being a lecture facility and computer lab. This could be an existing computer lab, or a space where tables and extension leads are set-up for participants to bring their own laptops (often easier to achieve and better for participants). The room must have a projection facility for the lecturer's laptop, and a whiteboard or tablet where the lecturer can present additional notes and diagrams.
- 7. Catering:** Catering for coffee/tea etc. for mid-morning and mid-afternoon breaks is arranged by the host (but paid for by PRIMER-e). Participants can be left to purchase their own lunches if there are plenty of nearby options for this. Alternatively, the host may work with PRIMER-e to arrange catering for lunches as well (with a concomitant modest change to the price for participants) if the venue is fairly isolated.
- 8. Price to participants:** The price for registration is usually set in the local currency and depends on: (a) the costs to hire the venue (if any), (b) catering costs, (c) lecturer costs, and (d) to some extent, the price(s) of any recent workshop(s) given by PRIMER-e in that region. The price is set quite early-on, in consultation with PRIMER-e. Full-time students are generally offered a discounted price.
- 9. Marketing:** Once dates, details and prices have been set, then the host and the Director of PRIMER-e decide the workshop is *definite* and will go ahead. The workshop and associated information for potential participants will then appear on the PRIMER-e website. The host generally assists with spreading the

word to ensure workshop success, via email, word-of-mouth and announcements in appropriate circulars and newsletters (such as Ecological Society Bulletins, etc.).

10. **Registration:** The host will provide PRIMER-e with the details of local participants who have expressed interest in attending the workshop. PRIMER-e will communicate directly with workshop participants regarding registration and payment.
11. **Software:** Participants do not need to purchase the software (PRIMER v7 or PERMANOVA+) prior to the workshop. Temporary installation keys for fully functional time-limited software will be made available to participants. A decision to buy can be made at any time, and a discount on software purchases may be given to workshop participants.
12. **Lecture Materials:** Prior to the workshop, PRIMER-e will send the host all necessary lecture materials (e.g., notes and computer practicals) to have printed and to hand out to participants. Manuals are now downloadable from our website as pdf files; however, hard copies may be purchased upon registration.
13. **Accommodation:** Participants are expected to cover their own costs for travel and accommodation. The host generally provides information to participants regarding on-ground details of the venue, its specific location (e.g., street/building/room numbers, a map and directions), nearby accommodation options, airport transfers, parking, etc.