Content Audit Workshop

Facilitation Script

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Content Audit Workshop

Category: Content Strategy │ **Duration:** 4 hours │ **Participants:** 6-12

> **Workshop Overview**
>
> This accelerated workshop combines design thinking, rapid prototyping, and user validation in a time-boxed format. Teams will generate, test, and refine solutions using proven methodologies that maximize learning while minimizing risk.

Workshop Objectives

Provide participants with practical skills and frameworks to enhance their professional capabilities and drive meaningful outcomes in their design practice through collaborative learning and hands-on application.

Learning Outcomes

- Organized content structure and hierarchy - Clear content strategy and governance - Improved findability and user navigation - Master structured design processes for efficient problem-solving - Practice collaborative ideation and concept development techniques - Learn to validate assumptions through rapid user testing and feedback - Develop cross-functional collaboration and communication skills - Create testable prototypes that communicate design concepts effectively

> **Materials Required**
>
> ### Basic Materials - Large format paper (A1 or flip chart paper) - Sticky notes (multiple colors) - Sharpie markers (black, blue, red) - Fine-tip markers for detailed work - Pens and pencils for note-taking - Dot stickers for voting exercises - Masking tape for wall mounting - Timer or stopwatch for activities ### Category-Specific Materials - Workshop-specific templates and worksheets - Relevant industry examples and case studies ### Technology Requirements - Laptops/tablets for digital work - WiFi access for online collaboration tools - Digital camera for documentation - Presentation projector/screen - Power strips and extension cords - Backup printed materials ### Venue Requirements - Large wall space for posting materials - Moveable tables for group work - Comfortable seating for all participants - Natural lighting or adequate artificial lighting - Quiet environment free from interruptions - Temperature control for participant comfort

Pre-Workshop Checklist

- Room setup complete with tables arranged for group work
- All materials prepared and distributed
- Technology tested (projector, slides, timer)
- Participant list and name tags ready
- Refreshments arranged (if applicable)
- Backup activities prepared in case of time adjustments
- Emergency contacts and room information noted

Workshop Agenda

Time	Duration	Activity	Facilitator Notes
9:00 AM	15 min	**Activity**	Encourage networking. Have refreshments ready.
9:15 AM	15 min	**Activity**	Encourage networking. Have refreshments ready.
9:30 AM	45 min	**Activity**	Part of LUMA collection. -- A listing and analysis of all the content on an existing website (incl...
10:15 AM	45 min	**Activity**	Let data show you which content works instead of guessing based on opinions. Content performance ana...
11:00 AM	15 min	**Activity**	Encourage networking. Have refreshments ready.
11:15 AM	30 min	**Activity**	Every customer journey contains moments of friction and moments of opportunity. Pain Point and Oppor...
11:45 AM	30 min	**Activity**	Guide participants through activity. Monitor group dynamics.
12:15 PM	30 min	**Activity**	Strategic planning method to create a visual timeline and plan for implementing your solution over t...
12:45 PM	15 min	**Activity**	Encourage networking. Have refreshments ready.

Facilitation Script

Opening (5-10 minutes)

SAY:

"Welcome everyone to the **Content Audit Workshop**. I'm excited to have you here today. Over the next 4 hours, we'll be working together to [main objective]."

"Before we begin, let's go around and do quick introductions - your name, role, and one thing you're hoping to take away from today."

> **Facilitator Tip:** Arrive 15-30 minutes early to set up the space and greet early arrivers. This builds rapport and helps participants feel comfortable.

Setting Expectations

SAY:

"Let me share a few ground rules for our time together:

- Every idea is valid - there are no bad ideas in brainstorming
- Build on each other's ideas - use 'Yes, and...' thinking
- Stay present - phones away unless for an emergency
- Timebox discussions - I'll keep us on track
- Have fun - the best ideas come when we're relaxed and engaged

Any questions before we dive in?"

Core Activities

Content Type Mapping
120 minutes

Card Sorting (ID: 12, 60 min)

FACILITATION APPROACH:

1. Introduce the activity and explain the purpose

2. Demonstrate or give an example if needed

3. Set the timer and let participants work

4. Give time warnings (halfway, 2 minutes left)

5. Facilitate sharing and discussion

Closing & Next Steps (10-15 minutes)

SAY:

"As we wrap up, let's take a moment to reflect on what we've accomplished today."

"I'd like each person to share one key insight or takeaway from our session."

> **Facilitator Tip:** Capture action items on a flip chart or shared document. Assign owners and due dates for each action item before ending.

Post-Workshop Actions

- Send thank you email with workshop summary within 24 hours
- Share photos of artifacts (sticky notes, sketches, etc.)
- Distribute any promised resources or templates
- Schedule follow-up if needed
- Collect feedback via survey
- Document learnings for future workshops

Troubleshooting Guide

If Participants Are Quiet

- Use round-robin techniques to ensure everyone speaks
- Try silent writing exercises before group discussion
- Break into smaller groups of 2-3 people
- Ask specific individuals for their perspective

If Discussion Goes Off-Track

- Acknowledge the point and park it in a "Parking Lot"
- Redirect: "That's interesting - let's capture that and return to our focus area"
- Reference the agenda and time remaining

If Running Behind Schedule

- Shorten break times (but don't eliminate them)
- Combine related activities
- Move detailed discussions to follow-up sessions
- Be transparent with participants about time constraints

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This script is a guide - adapt it to your audience and context