

PUDD!NG

Facilitation Style Guide

The basics

Pudding is a post event forum that allows audiences to digest what they have seen on stage. For organisations it's the sweet spot that connects them with their audiences.

About Pudding

- Pudding happens in public spaces such as lobbies or foyers after events. Sessions last 45 minutes, and always include dessert.
- Details are shared with audiences in advance, so some may come along knowing what to expect, but for others it may be a brand new experience.
- Audience members do not sign up in advance for the sessions, they simply turn up if they're keen to carry on the conversation.
- Pudding is always free for audience members to attend.

About the after dinner mint

- The after dinner mint is an online form circulated in the final five minutes of the session.
- It's an additional opportunity for attendees to keep engaging. They jot down an idea they want to hold onto, and we send it to them with a resource a week later, to allow them to keep engaging with what they've seen. We also use it to collect a little bit of quantitative feedback about audience members' experiences. Their data is not used beyond us sharing the after dinner mint with them.
- Please encourage attendees to complete the after dinner mint.

The goodybag

- The goodybag is a report about audience experiences and takeaways from the event. It is shared with organisations two weeks after the live session.
- The report uses facilitator findings from the Pudding sessions and the after dinner mints as its basis.

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- All information is anonymised before it is included. It typically consists of a seven page report, and a deck with the key headlines. It includes testimonials, recommendations and information about engagement.

The session

About Pudding facilitation

Your job as a facilitator is to hold space for conversation between audience members and encourage connection. You may moderate the session initially, but the idea is that it feels more like a chat between all attendees, rather than a split between you and the participants. Your job, after making audiences feel welcome quickly moves into one of holding space, and deep listening.

Before the session

- You'll be sent a briefing note, with details about what the session needs to cover, where you need to be, and when you need to be there, and who the audience is likely to be.
- There's no dress code, so please wear whatever makes you feel comfy; you'll be given a Pudding sticker on the day to identify you as a facilitator.
- A spare pen is always a good idea, but we'll try to always have these on hand.
- Audience members will not have registered in advance, and will be completely new to us.

During the session

- Tables will have dessert, conversational prompts and stationery. You'll be wearing a Pudding badge.
- Once we have a full-ish room, Georgia or the event manager will welcome everyone, share the Pudding principles, and what to expect from the session, and then introduce you all as Pudding facilitators, You will then each take a seat at a table.
- You'll then start your conversations with audiences, and have 45 minutes in total.
- You'll need to steer through each of the three themes, which will be indicated in your briefing pack, wherever possible.
- I'll be asking you for participant responses to the above alongside attitudes and sentiments. Please feel free to write down specific words and direct quotes in your note taking. Please try not to scrawl continuously.

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- At the end of the session I'll bring conversations to a close, and invite audience members to complete the after dinner mint. You'll need to support audience members to scan the QR code to access this, or to provide a printed version for anyone that needs it.

After the session

- Immediately after the session, we'll hold a debrief. Ideally we'll do this in person, but if timings are running late, I may ask you to submit your notes via email instead. We have a Typeform set-up for this that we're currently using.
- Once I've received your notes from the session, I'll email you to invite you to submit your invoice for the session, which will be paid within 2 weeks.
- You are welcome to give us your feedback on your experience facilitating with Pudding, using the forms on the facilitator webpage here: <https://www.pudding.org.uk/facilitators>

Facilitation guide: how to serve a good Pudding

- Our role is to make people feel welcome, listen to conversation, facilitate and encourage discussion.
- The key is for attendees to feel warm and welcomed, and to speak freely, while never challenging others' lived experience. Our position is to respect the individual, but to challenge the behaviour.
- There are prompts which are a gateway for audiences to think about their experiences. The questions listed below are to get under the skin of these prompts.
- Questions are suggestions, and are **not a script**; feel free to talk around them, depending on how the conversation unfolds. The goal is to cover all 3 areas in the briefing note, but don't interrupt a good discussion to make it happen.
- Wherever possible keep questions open and neutral, but feel free to follow up on answers eg. 'why do you think this was the case?'
- If you run out of questions, return to an area where participants were animated, and ask for further comments from the group, or ask your own questions.
- If one participant is being particularly chatty, feel free to politely interrupt, by inviting others to contribute eg:
 - 'Does that chime with anyone else's experience?' or

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- ‘Thanks so much X, I’m going to jump in as I’m keen to ensure others have a chance to share their views - does anyone else have feelings about XXX they want to share?’
- Pauses are to be encouraged; attendees will want to take a moment to process the questions. Please don’t feel the need to fill these immediately. This may be particularly important for participants who identify as neurodiverse.
- Conversation is welcome to digress. Where possible please try to gently, and always kindly, steer back to talking about their experience today.
- At the end of the session, please invite attendees to scan the QR code for their after dinner mint, for the additional interaction.

Our values

- Pudding sessions aren’t focus groups; they should feel unstuffy and informal, like the conversation you have in the bar with your mates after a show.
- We put some structure in place to ensure audience members feel confident about how to behave, and reassured about how others will behave with them.
- Our approach is friendly rather than extractive, inquisitive rather than cynical, and irreverent.
- Your job is not to know the answers to questions about the organisation, or the subject matter, it’s about starting conversation. Don’t worry if you’re asked something you don’t know. You can encourage this to be put into their after dinner mint where we will send them the answer.

Where to go for more information

- I trust you to represent Pudding accurately, but please don’t worry about being asked a question you don’t know the answer to. You’re welcome to point anyone towards me, or to share Pudding’s email address: info@pudding.org for more information
- You can also use the Pudding website: www.pudding.org.uk

For any questions please get in touch with Georgia: info@pudding.org.uk

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pudding.org.uk

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Our safer spaces policy

At Pudding, our goal is to make all audiences feel welcome, and to facilitate conversation. We cannot control what any attendee in our session will say, nor predict how a comment might make someone else feel. We hold space with care and kindness, that empowers attendees to challenge statements compassionately. Our commitment is to respect the individual and challenge the behaviour. We work with venue partners and host organisations to ensure these processes are clear and consistent.

As a facilitator, you are entrusted to:

- Manage sensitive subject matters, using personal judgement and deep listening to moderate conversation.
- Distinguish between a difference of opinion and a personal attack.
- Escalate with the event manager when you feel our safer spaces principle has been breached.

You will **never** be required to hold a difficult space on your own. If conversation is progressing in a way that you feel compromises your ability to facilitate, please bring Georgia or the event manager into the conversation, who will be on hand throughout.

Here are our processes for dealing with challenging behaviour:

- If an individual demonstrates language or behaviour which challenges our safer spaces policy, the individual will be reminded of Pudding's safer spaces policy, and invited to reflect on their comments. At the close of the session, please invite affected attendees to remain, to chat further with Georgia and the venue, where we will be able to provide additional support..
- If an individual demonstrates language or behaviour which breaches our safer spaces policy, the event manager will be brought in, and the individual may be asked to leave.

After all sessions there'll be the chance to submit a welfare report on any experiences alongside your feedback. Details of this are here:

<https://www.pudding.org.uk/facilitators> If there's anything you want to chat about that relates to the above, please get in touch with Georgia on info@pudding.org.uk.

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