**Appendix N**

**Focus Group Offsite,**

**TAB 5: Required Resources and Conference Room Checklist**

**Preparing for the focus group**

Your goal is to provide a familiar, safe, comfortable setting that will allow for lively discussion. Endeavor to select a location that is accessible (consider transportation issues) to your participants. Above all, the location should be quiet enough to allow your recording devices (if used) to pick up all of the conversations and should not be located where you may be subject to disturbances such as non-participants entering and exiting or loud-speaker announcements interrupting your discussion.

**Focus group logistics**

The following are recommended requirements for the offsite:

* Prepare room and all equipment and supplies
* Arrange chairs and tables as needed—normally, key participants, such as the CEO, sit at the front, with senior leaders followed by the other participants in subsequent rows.
* Set up flip charts to capture notes.
* Tack large sheets of paper to the wall to conduct exercises.
* Set up the tape recorder.
* Set up the laptop for presentations and note taking.
* Arrange chairs so that participants can see each other; provide name tags.
* Arrange all office supplies; along with materials such as those you distributed in the read-ahead packet, place a pen and a small notebook at the seat of each participant.
* Utilize the facility’s staff to assist in audiovisual setup, seating arrangements, refreshments, etc.
* Decorate the room as you deem appropriate—i.e. American flag, company logo, unit symbols etc.
* Welcome participants as they enter the room
* Have attendees sign in.
* Provide name tags. Some facilities may require security badges. If so, process entry as required.
* Distribute any relevant handouts.
* Escort senior leaders to their seats.
* Direct participants to refreshments.
* Invite participants to be seated.

Your assistant in charge of the FGOS’s operational and logistical requirements must ensure that the following are completed and provided:

* Effective lighting in the conference room (know where the lighting controls are located)
* Small, portable tables for supplies
* Comfortable chairs and tables for participants
* Water and coffee at the CEO’s place
* Several breakout areas for discussion groups
* Wall space for taping charts, “butcher” paper, or illustrations
* Adequate amount of extension cords and power strips
* High-speed Internet connection
* Video teleconferencing connection established (if used)
* Ample food and drink such as bread, fresh fruits, cheese tray, coffee, tea, water, soft drinks, etc. (coordinate with facility staff to replenish as required)
* Special-needs requirements, such as accessibility
* Information-technology devices, including primary and backup microphones, projection systems, and call button to reach support if needed checked
* Visible clock for speaker(s) to tailor presentation to allotted time
* Backup batteries
* Proper room temperature for comfort
* Seating arrangements (get attendee list and protocol assistance, if necessary)
* Accessible, clean restrooms
* Rehearsal at the location with team
* Full assortment of office supplies (tape, pens, paper, paper clips, staplers, etc.)
* Accessible, working phones
* Laser pointers for senior leaders

Depending on the legal rules and policies within your organization, a fee to cover the cost of the offsite may be required. It is important to ensure that the fee is not excessively high—$25 per person is a reasonable amount.

**Audio recording**

If fiscally possible, audio record your focus groups. You will need to inform the participants that they are being recorded. This may require a consent form. The CPT administrative assistant should still take notes, especially to record nonverbal information, but the recording and subsequent transcripts are your more reliable data.