Kickstarting Your Business with Crowdsourcing

Today's fast-paced marketplace demands that businesses think fast. Crowdsourcing can help all types of businesses keep on top of trends and stay competitive. This one-day course will show you how to leverage all types of crowdsourcing (including microwork, macrowork, crowdvoting, crowdcontests, crowdwisdom, and crowdfunding) to kickstart your business' growth.

This one-day workshop will help you teach participants how to:
- Define what crowdsourcing is and its value to businesses
- Determine when crowdsourcing makes sense for a project
- Describe the crowdsourcing process
- Identify platforms and social media tools that can support your crowdsourcing campaigns
- Describe the major types of crowdsourcing, including microwork, macrowork, crowdvoting, crowdcontests, crowdwisdom, and crowdfunding
- Attract and engage your crowd

Course Overview
You will spend the first part of the day getting to know participants and discussing what will take place during the workshop. Students will also have an opportunity to identify their personal learning objectives.

What Is Crowdsourcing?
To begin, participants will learn what crowdsourcing is and where it came from. They will also review their pre-assignment and explore some terms related to crowdsourcing. To wrap up the session, participants will consider the business value of crowdsourcing.

The Crowdsourcing Process
In this session, participants will learn about the six stages of the crowdsourcing process.

Choosing Your Crowdsourcing Platform
Next, participants will learn what a crowdsourcing platform is. They will also explore some popular platforms.

Types of Crowdsourcing
This session will explore the major forms of crowdsourcing: crowdvoting, crowdcontests, microwork, macrowork, crowdwisdom, and crowdfunding. A capping group exercise rounds out this part of the course.

Social Media and Crowdsourcing
In this session, participants will learn how to use Facebook, LinkedIn, YouTube, and Twitter to support their crowdsourcing campaigns.

Engaging the Crowd

Next, participants will learn how to use the five C's to recruit and engage a crowd.

Test Driving

To wrap things up, participants will develop a list of tips and tricks to take away with them.

Workshop Wrap-Up

At the end of the course, students will have an opportunity to ask questions and fill out an action plan.