

<p>P <i>Purpose</i></p>	<p>Why this session exists? What is the objective to be achieved?</p>	
<p>O <i>Outcome</i></p>	<p>Which are the deliverables from the session? Must be tangible artifacts</p>	
<p>W <i>What is in it for me/them</i></p>	<p>What is the value I will get from the session? What will every participant obtain from attending the session?</p>	
<p>E <i>Engagement</i></p>	<p>How I would like to participate and remain engaged? Which activities are required for everyone to participate?</p>	
<p>R <i>Roles and Responsibilities</i></p>	<p>Who needs to participate and in which role?</p>	