

For every webinar:

Have you thought about...

- How many people will (or could) be attending?
- Who will handle:
 - Registration
 - Marketing
 - Moderating the webinar
 - Communications with registrants
- If you'll record the webinar?
- Leaving time for questions?
- Providing accessibility options (captioning, etc.)?
- What kind of evaluation information you want to collect?

Have you/your presenters...

- Gotten access to the webinar platform?
- Scheduled a practice-run?
- Decided when slides/handouts are due?
- Practiced/discussed how questions will be handled (chat box only, etc.)?
- Prepared for interactivity with attendees (polls, avoiding "dead air," etc.)?
- Practiced playing any videos?

Did you prepare...

- Handouts?
- Slides?
- Introductory remarks?
- Closing remarks?

Are you ready for...

- Technical questions/troubleshooting?
 - Back-up options for sharing slides, videos, etc.
 - Other access for presenters (i.e. phone line to call in)
- Follow-up?
 - Attendee access to recordings/handouts
 - Giving PDHs/CEUS
 - Evaluating the webinar

Tips & Tricks

Tips for webinar organizers

Keep webinars to approximately 1 hour

Don't forget to arrange for accessibility (captioning, etc.)

Provide attendees information on how they can access webinar recordings/slides/PDHs or CEUs

Ask presenters to leave time for questions, or arrange another way for Q&A (e.g., sending questions directly to the presenter's email after the webinar)

Arrange a test-run with all presenters/speakers within 1 week of the actual webinar

Have a back-up copy of the slides on hand

Tips for webinar presenters

Close any programs that have alerts, like pop-ups or sounds (the biggest offender is email!)

Keep track of time

Webinars feel very different from in-person sessions.

Here's what to pay attention to:

Try to avoid "dead air"—don't give time to reflect the same way you might in an in-person session

Speak slowly. Talking to your computer without any audience reaction can make you rush to finish

Selecting a webinar platform

- Can you/do you need to:
 - Record the webinar?
 - Chat with attendees?
 - Let attendees chat with each other?
 - Share a webcam?
 - Access analytics?
- How long will your webinars be?
 - o Is there a “hard-stop” on the platform (i.e. if your webinar is scheduled 4-5 p.m., will the platform kick you out at 5 p.m. exactly?)
- How many “seats” do you need?
 - How many attendees?
 - How many presenters?
- How can you run registration?
 - o Are registrants registering themselves, or will a moderator need to register them?
- How is the webinar plan priced?
 - Per attendee?
 - Monthly/yearly subscription?

Comparisons of webinar platforms (2019)

<https://www.ventureharbour.com/webinar-software-10-best-webinar-platforms-compared/>

<https://www.growthmarketingpro.com/best-webinar-software/>

Sample moderator script

INTRODUCTION

Hello everyone and thank you for joining us for the [UNIT/DIVISION] webinar, “[TITLE HERE].” My name is [MODERATOR NAME HERE]; I’m with [UNIT/DIVISION] and will be moderating today’s webinar.

While participating in the webinar, please keep in mind that you are on mute, but can ask questions at any time by typing in the chat area in your control panel.

This presentation will be recorded. You’ll receive a follow-up email with information on accessing the recording, the handout, and requesting professional development hours.

Now, I’d like to introduce today’s presenter, [PRESENTER NAME/BIO].

CONCLUSION

That will conclude today’s webinar. Thank you, [PRESENTER NAME], for your expertise, and thanks to all of you for joining us.