

# How to make a webinar

## Handbook



## What is a webinar

Webinar is short for web based seminar - a presentation, lecture or workshop that is transmitted over the Internet. A key feature of a webinar is its interactive elements - the ability to give, receive and discuss information. This is in contrast to a webcast, in which the data transmission is one way and does not allow interaction between the presenter and the audience.

A webinar is best suited for short academic discussions over a given limited issue/theme.

It serves as a stopover for professional reflection and networking, and it provides access to share knowledge. You can have one or more presenters, or use the interview form, where the meeting chairperson interviews a professional.



## Choose your webinar tool

Most online meeting tools have webinar options, you just have to choose the plan that corresponds to the number of participants you are expecting to invite. Test the various tools available, and choose the one with the features and functionality that suits you best. Depending on the sort of webinar you will be presenting, you might need to switch between speakers easily, or record the webinar to post it online.

**Technical equipment for the participant:** computer, web connection, web camera, sound

**Technical equipment for the organizer:** the organizer does not need more advanced equipment than the participants, but it is of course even more important that the internet connection, sound and image are stable. It is advised to use a landline for your web connection rather than a wireless network. Have a backup solution if the network connection breaks down.

Make sure you have a good microphone that reproduces good and stable sound in the webinar.

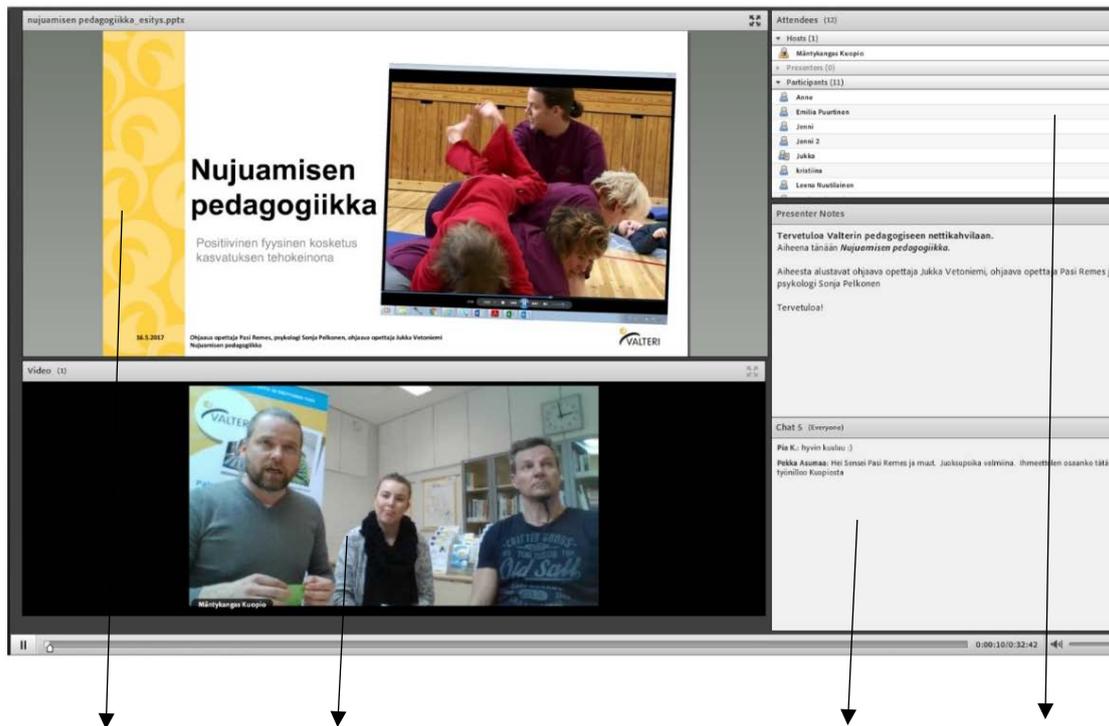
It is also recommended to have an extra camera, an extra headphone etc. in standby.

You can use different programs:

- Adobe Connect Pro
- GoToMeeting
- Google Hangouts (free)
- Skype (free)

The organizer must pay to be able to use some of these, but it is free for participants.

## Adobe Connect Pro



*The presentation*

The presenter(s)

Live chat

The participants

### Practice running a webinar

A webinar requires preparation.

As the host, you will be expected to ensure that the webinar runs smoothly. There are no excuses for not knowing how to switch between speakers, taking a poll or recording the webinar. Invite some colleagues to help you test the tool several times after your training with the provider.

A good piece of advice is not to use more technical features than you need. These may take the attention away from the content of the webinar.

There will always be so-called "technical problems". Sometimes they will be technical but sometimes they will be human errors. How do you deal with technical problems? Do precise preparations. Make sure you have a person at hand who can give you technical support. If you use a completely new meeting platform, you may ask to have a person from the suppliers at hand too, so that they can provide technical support when needed.

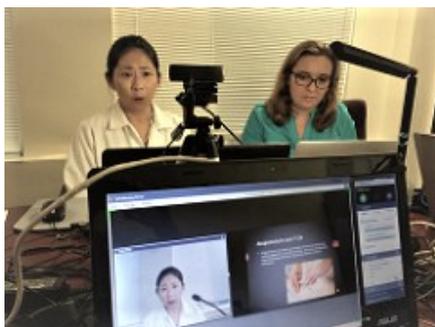
Make sure that all of your presenters are familiar with the webinar tool.

### Plan your presentation

Based on the theme, choose a clear and limited topic, and spend time finding an engaging approach to the theme. Keep in mind that the best online meeting presentations are highly visual and engaging. If you are using PowerPoint, do not cram slides only with words. Include pictures that are relevant to what you are presenting. You can also use video and even online games, if appropriate, to bring your presentation to life.

Some webinar planners send materials to the participants ahead of the meeting. Learn to think creatively, and your webinar will come to life.

There are usually three main players in a webinar: the host, the presenter and the technical assistant. Be sure that you have at least one person assisting/hosting you during the webinar.



### **Pedagogical advice for presenters:**

The presenter of a webinar has much less physical playroom than the presenter in a physical seminar. One must keep calm in front of the camera and should not be too animated. Face and small hand movements work well. You must also pay attention to the use of your voice, and the quality of the sound.

To be concise is important, but even more important is to limit the theme and content. If the subject is clearly limited, it is quite possible to go into depth with the content.

Thorough preparation, a good dose of energy in the performance - and otherwise be yourself. Look at a recording of your own presentation and learn from it.

Below are some popular webinar formats:

	<b>Description</b>	<b>Pros</b>	<b>Cons</b>
One Speaker	A single presenter speaks, demonstrates, and answers questions from the audience.	Fewer people to coordinate and train on how to use the webinar tool.	Lack of variety in voices and perspectives.
Interview Style	Interviewer asks a set of predetermined questions	<ul style="list-style-type: none"> <li>• More engaging to hear multiple voices.</li> <li>• The fact that the interviewer is asking questions of the expert(s) often encourages the audience to do the same.</li> </ul>	More people to schedule, train, and coordinate.
Moderated Panel Discussion	Multiple people online at the same time, with a moderator facilitating the discussion.	Offers a variety of voices and perspectives.	<ul style="list-style-type: none"> <li>• More people to schedule, train, and coordinate.</li> <li>• Can be challenging to keep panelists from talking over each other.</li> </ul>
Interactive	Audience members participate fully via instructor led exercises and facilitated conversations.	If done well, participants receive a deeper understanding of the topic because they are fully engaged in the dialogue and the exercises.	<ul style="list-style-type: none"> <li>• Can only accommodate a small group.</li> <li>• Requires a very skilled, experienced facilitator.</li> </ul>

## Develop an agenda and invitation

Before inviting your audience, set up your webinar carefully. Think about how long your webinar will last, and the main items that you want to discuss in the order you would like to discuss them. You can plan for a Q&A session, since your attendees are likely to have some questions at the end of your presentation.

### The invitation to the webinar may:

- Outline the agenda in the invitation - theme, goal, target group, time and place.
- Include a link that allows your participants to connect to the webinar (possibly login information).
- Include information about equipment, versions of software and other things that are important in order for the participants to get a technically successful participation.

Here are two examples:

**Good morning,**  
As part of the Erasmus + program, *Statped* and “All Aboard” invite you to participate in a webinar with the leading work philosophy: how to support inclusive education. The aim is to find flexible models to develop training of staff of expertise centres and mainstreamed schools.

This webinar will focus on the project “We are crossing boundaries”.  
- increasing awareness of what is offered in the educational system for children and pupils with severe learning disabilities and developmental disabilities at Hop school.

**Presenter: Anita Sande**, senior adviser in Statped and leader of the project

[Read more and register here](#)

**You will learn:**

- How has staff attitude changed?
- Collaboration
- How has technology supported this?
- How have teaching practices changed?

**When:** 12. October at 14.00  
**Where:** On your computer, tablet or mobile

**NB:** The webinar is free of charge. A recording of the webinar will later be published on: <http://all-aboard-erasmus.eu/>

**A link to the webinar will be sent out 30 minutes before we start.**



The logo for 'all aboard' features a stylized sailboat with three sails in yellow, blue, and red. Below the graphic, the text 'all aboard' is written in a bold, sans-serif font, with the tagline 'Supporting innovative practice' in a smaller font underneath.

Hi Mike

There is now less than one hour until the webinar. We will start at 14.00.

Here is the link to the webinar

#### Q&A

After the webinar there will be a Q&A where you can send in your questions. Post your question in the webinar chat window.



### Marketing the webinar

Send out invitations well ahead of time. It is probably profitable to repeat the message 2-3 days in advance, and again on the day of the webinar. Experience indicates that participation in a webinar is often an "instant determination". Many may have made a note of the webinar in the calendar, but if not reminded, it can easily be opted out for the benefit of other tasks.

Sometimes the organizer wants participants to register in advance for the webinar. This will help the organizer to get an overview of how much interest there is and who wants to participate. This also allows you to send a reminder a few hours before the webinar directly to the registered participants.

It may be worth taking some preparation time to help participants participate. A brief orientation on the board, or a pre-notification with explanation of the various features can be a good investment. In the invitation, it should be encouraged to test the meeting room in advance of the webinar.

### Record your webinar

You can make a recording of your webinar. The easiest way to publish it is to publish a web-link (Be aware how long this link is available, so you are not timed-out as you will no longer be available on your webpage!). It can also be saved in an mp3 format.

### Follow-up and survey

As with online meetings, following-up on a webinar is extremely important. Remind your participants of what was discussed, and conduct a survey to gather their thoughts on how the webinar went. To make a short survey can be a good way to learn and improve your own skills in organizing webinars. Some of the commercial webinar programs have evaluation options. "Questback" is also a good tool to use.

If you are planning another webinar that could be of interest to your audience, make sure to let them know when they can expect an invitation.

### References:

- How to Organize and Host a Webinar. Simple Tips for Organizing a Web Based Seminar <https://www.lifewire.com/how-to-organize-and-host-a-webinar-2377237>
- 10 Steps for Planning a Successful Webinar. Tips for organizing and producing webinars for your nonprofit, charity, or library <http://www.techsoup.org/support/articles-and-how-tos/10-steps-for-planning-a-successful-webinar>