

So, You Want to Run a Webinar?

Best practices for community organizations

March 8th, 2011

1:00 PM – 2:00 PM

Josh Smyth, Presenter



Sector
Community Services Council
Newfoundland and Labrador



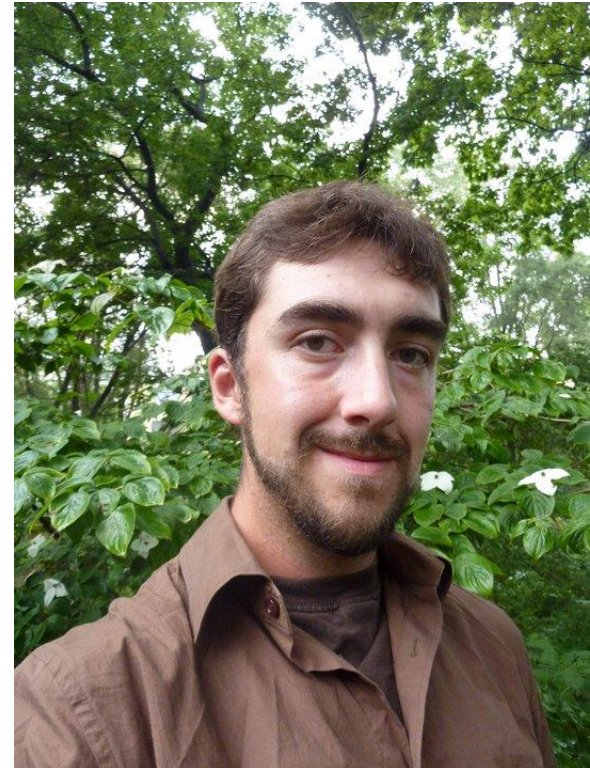
Social Economy and Sustainability Research Network
Partenariat sur l'économie sociale et la durabilité

Bridging, Bonding, and Building / Renforcement des liens et des capacités

And now, your host:

Who I am:

- A researcher at the Community Sector Council of Newfoundland and Labrador
- A webinar novice
- A master of awkward arms-length self portraits



Josh Smyth

Today's Agenda

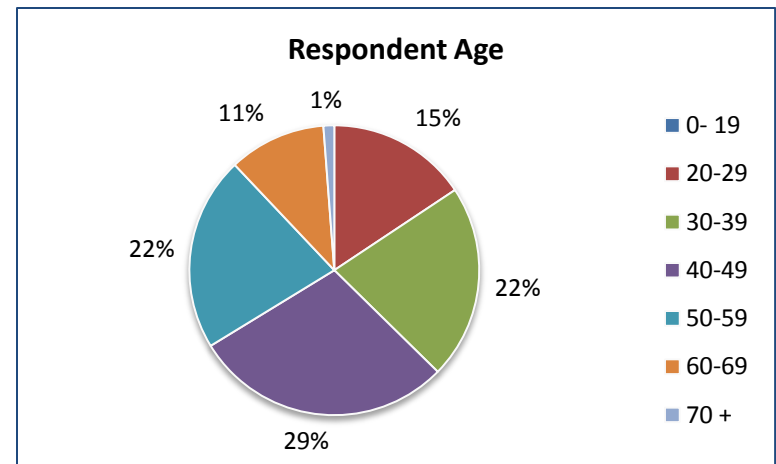
1. Background on our research
2. What topics are webinars suited for?
3. Choosing a platform
4. Building your presentation
5. Timing and Scheduling
6. Invitations and Registration

The Agenda (Continued)

7. Finding Your Space
8. Building Your Team
9. The Importance of Practice
10. Presentation Tips
11. Follow-Up
12. Question Time

Background

- Our survey
- Who is using webinars
- Some food for thought



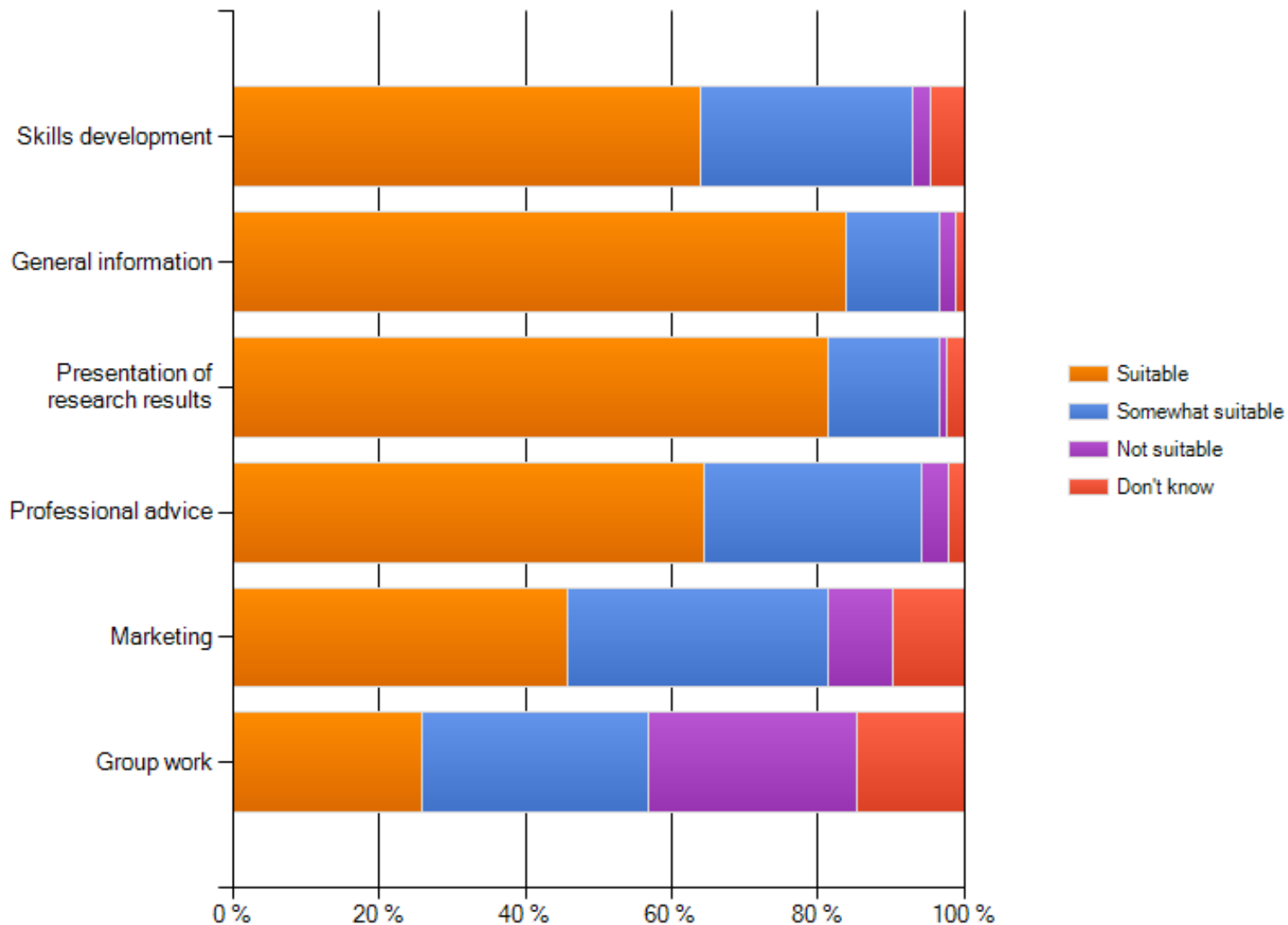
What is your webinar for?

- Skills development?
- General information?
- A presentation of research results?
- A professional advice session?
- Marketing?
- Group work?



Sometimes, there's no substitute.

What types of content are suitable for the webinar format?



Presenters, choose your platforms

Important:

- **Cost**
- **VoIP**
- **Participant numbers**
- **Recording**

Not so much:

- **Video**
- **Operating systems**
- **Chat rooms**

The Bottom Line

Product	Price
GoToWebinar	\$99/Month (100 user max)
Webex	\$ 49/Month (25 users) or \$.33 per user per minute
Adobe Connect	\$55/Month (100 users) or \$.32 per user per minute
MS LiveMeeting	\$99/Month (1250 users)
Yugma	\$55/Month (50 users)
Bell Aliant Toll Free	\$0 .38 per minute per line
GoToWebinar Toll Free	\$0.15 per minute per line
Other Teleconferencing	\$0.05 to \$0.15 per minute per line

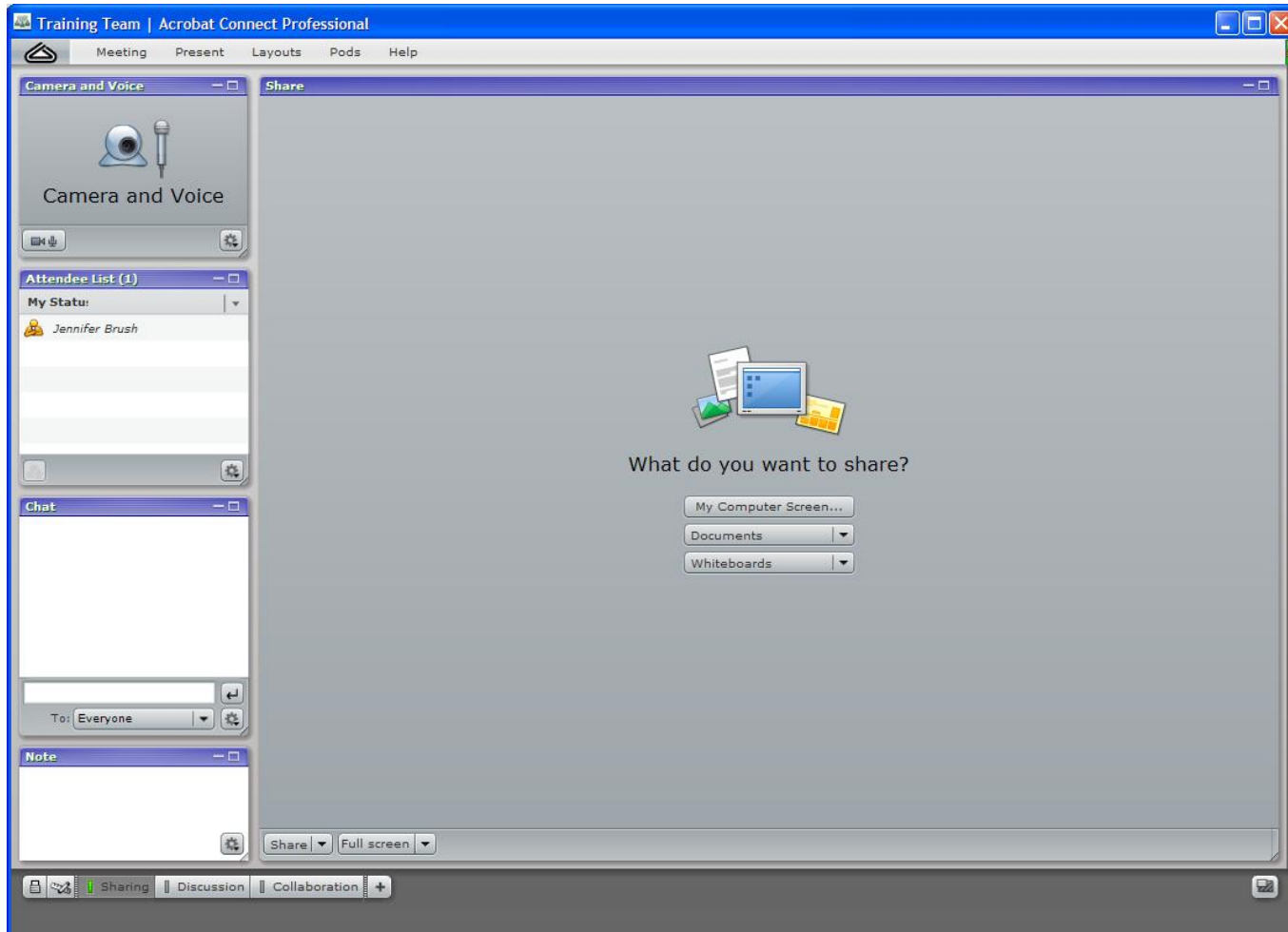
The Usual Suspects 1: GoToWebinar

The screenshot displays a GoToWebinar session interface. The main content area features the GoToWebinar logo and a bar chart titled "Your Sales Results" comparing sales in 2004 and 2009. A blue box on the left states "Now you can share your screen with thousands." The right-hand side of the interface contains a control panel with various features:

- Screen Sharing:** Now viewing Alex Hansen's screen. Controls include Show My Screen, Stop Showing Screen, Give Keyboard & Mouse, and Change Presenter.
- Dashboard:** Duration: 60 Minutes. Timer: 4:35 / 55:25. Attendance: 100 Here / 0 Gone. Abandon: 10% / 10%. Questions: 2 / 0.
- Audience View:** 100% / 0%.
- Audience List:** (2 / Max 100).
- Polling:** Question: "Where are your customers located? (choose one)". Results: 100% North America, 0% EMEA, 0% Asia Pacific. 100% Voted.
- Question and Answer:** Question: "Will there be a recorded version of... Alex Hansen". Answer: "Can you send me a copy of the slides?".

The bottom of the screen shows the Citrix online logo and a Windows taskbar with the Start button and various application icons.

The Usual Suspects 2: Adobe Connect



The Usual Suspects 3: WebEx

The screenshot displays a WebEx Meeting Manager interface. The main window shows a presentation slide titled "Internet & Television are the Top 2 Media of Choice". The slide features a pie chart with the following categories and approximate percentages: Internet (35%), Television (30%), Magazines (10%), Videos (5%), Newspapers (5%), Radio (5%), and Books (5%). The "Internet" slice is circled in yellow with a hand-drawn arrow pointing to it. The source is cited as "Source: Online Publishers.org".

On the right side, the "Participants" panel lists five attendees: Greg Saiz (Host) from San Jose, Beth from New York, Chris from Tokyo, Julio from LA, and Smitha from Amsterdam. Below the list are "Raise Hand" and "Mute" buttons.

A "Recorder Panel" is overlaid on the bottom right, showing "Record PC Audio" checked and a progress bar at 00:00:00 / 0 KB.

At the bottom right, a video feed shows a woman wearing a headset, identified as "Beth (Presenter)". Below the video are "Freeze" and "Options" buttons.

The bottom of the screen shows a "WebEx Player" window with a media control bar, including play, stop, and volume icons, and a timer showing 00:30.0 / 61:42.1.

Building your presentation: what not to do

- Building a webinar presentation follows the same basic principles as building a good presentation for people in the room: minimize the amount of text, use graphics **(if they're topical!)** and organize each screen clearly. The entire content of your remarks shouldn't be on the screen, and you should try and minimize the different fonts and styles you use. If you're just reading your slide, what do people need your voice for?



Let's try that again, shall we?

You need:

- Minimal, clear text
- Topical images
- Pictures of you
- Plenty of slides

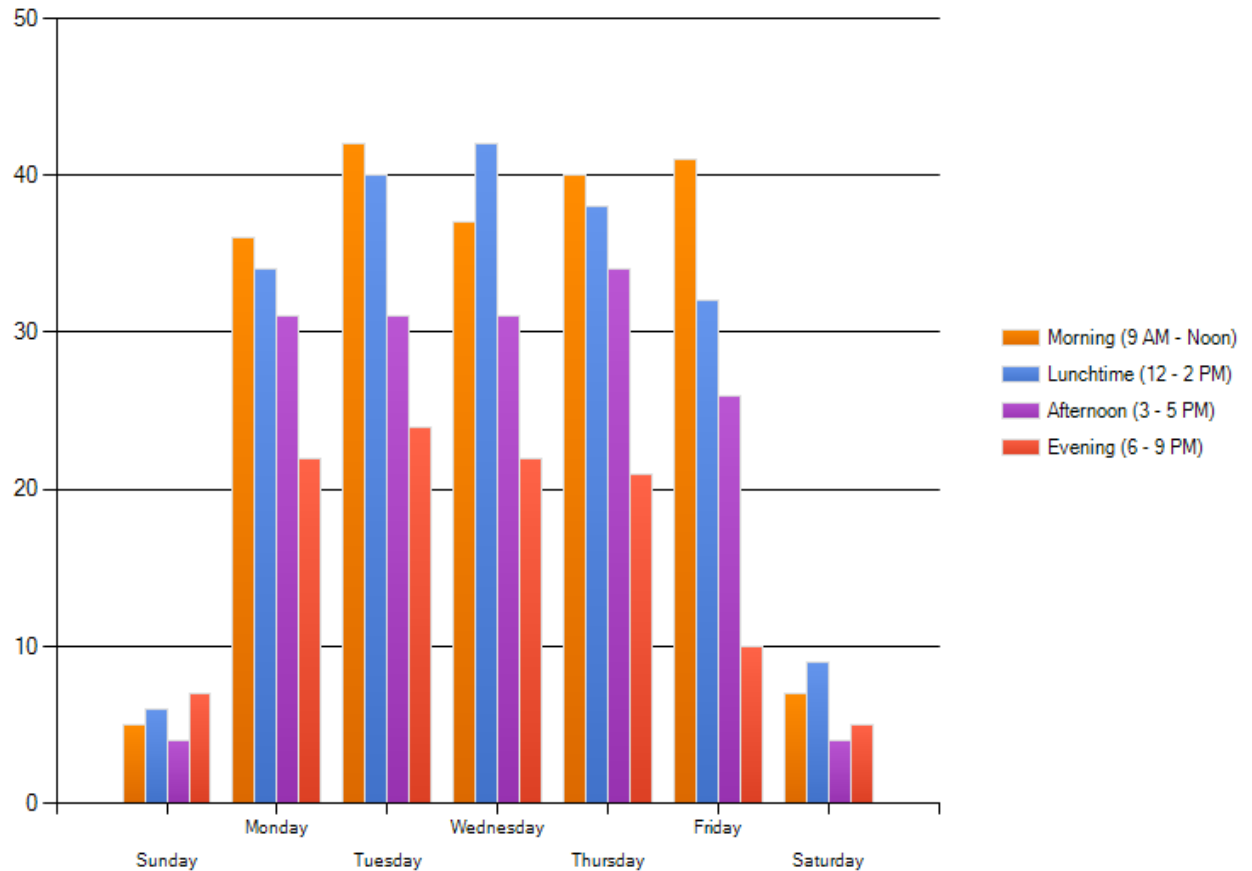


It's all in the timing

Webinars should:

- Start at a convenient time
- Be about 1 hour overall
- Start with a **brief** introduction
- Include about 40 minutes of content
- Leave 15 minutes for Q & A

What days and times would you prefer webinars to occur? Select all the times that would work for you.



Invitation and Registration

To maximize your attendance

- Give between 2 weeks and 1 month of notice
- Hitch your invitation to an email list
- Keep your invitation short
- Simplify your registration



Registration: What Not To Do

Wednesday, March 16, 2011 9:00 AM - 10:00 AM PDT - [Show in my Time Zone](#)

Webinar Registration

A crowd of required fields is a good way to scare away potential participants

* First Name:	<input type="text"/>	* Last Name:	<input type="text"/>
* Email Address: ?	<input type="text"/>	* Address:	<input type="text"/>
* City:	<input type="text"/>	* State/Province:	<input type="text" value="Choose one..."/>
* Zip/Postal Code:	<input type="text"/>	* Country:	<input type="text" value="Choose one..."/>
* Phone:	<input type="text"/>	* Industry:	<input type="text" value="Choose one..."/>
* Organization:	<input type="text"/>	* Job Title:	<input type="text"/>
* Purchasing Time Frame:	<input type="text" value="Choose one..."/>	* Role in Purchase Process:	<input type="text" value="Choose one..."/>
* Number of Employees:	<input type="text" value="Choose one..."/>		

Questions & Comments:

* Indicates a required field

By clicking the "Register Now" button you submit your information to the Webinar organizer, who will use it to communicate with you regarding this event and their other services.

Finding Your Space

The Basics:

- A room of your own, with a door
- A wired internet connection
- Peace and quiet
- A good-quality headset microphone



Document1 - Microsoft Word

Home Insert Page Layout References Mailings Review View

Clipboard Paste

Times New Roman 48

Font Paragraph Styles Editing

Roses are red
Violets are blue
Now I'm embarrassed
How about you?

Page: 1 of 1 Words: 12 70%

- Microsoft PowerPoint

Text Direction Align Text Convert to SmartArt


Paragraph Drawing Editing

Shape Fill Shape Outline Shape Effects

Find Replace Select

ending Your Space

own, with a door
connection



eadset microphone.

Slide 13 of 14 "Office Theme" 74%

It takes two (or three!) to tango

What a moderator will do:

- Handle any technical problems
- Monitor the typed questions
- Keep contact if your computer crashes
- Share the work of organizing and promoting your webinar



Practice Makes Perfect

Things to look for on your dry run

- Audio problems
- Time lag on your slides
- Places where the presentation drags
- “Um....Ah...Errr....”



Get used to it.

The Big Day

Things to keep in mind:

- Your tone: vary it!
- The pace of your speech: slow it down
- Questions: if you can, answer them as they come up
- Your timing: log in early



We're not done!

Types of follow-up:

- Answering audience questions
- Passing along feedback surveys
- Distributing additional resources
- Connecting participants with each other



A Summary of Webinar Features:

[http://www.techsoup.org/binaries/
files/Web-Conferencing-
Comparison-Chart_0210.xls](http://www.techsoup.org/binaries/files/Web-Conferencing-Comparison-Chart_0210.xls)

Now... Question Time!