So, You Want to Run a Webinar?

Best practices for community organizations

March 8th, 2011

1:00 PM – 2:00 PM

Josh Smyth, Presenter

cSc **Community Sector 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
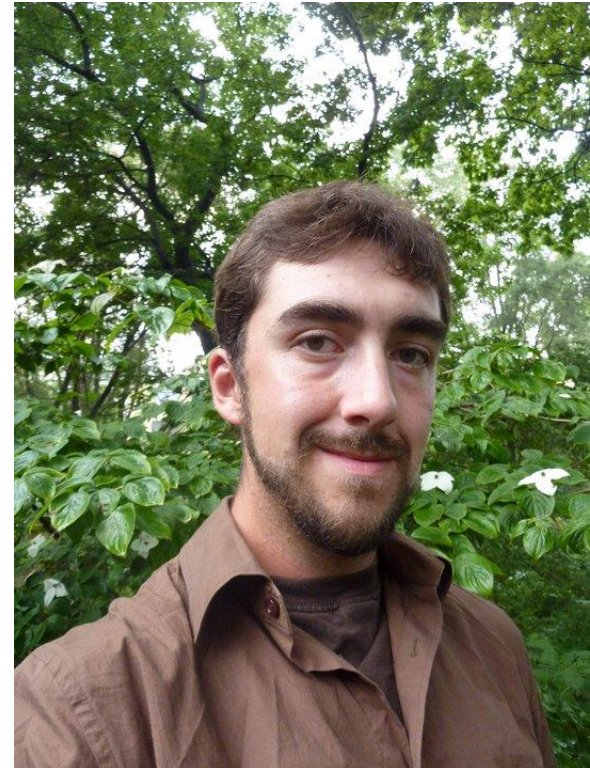

Josh Smyth

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

Respondent Age

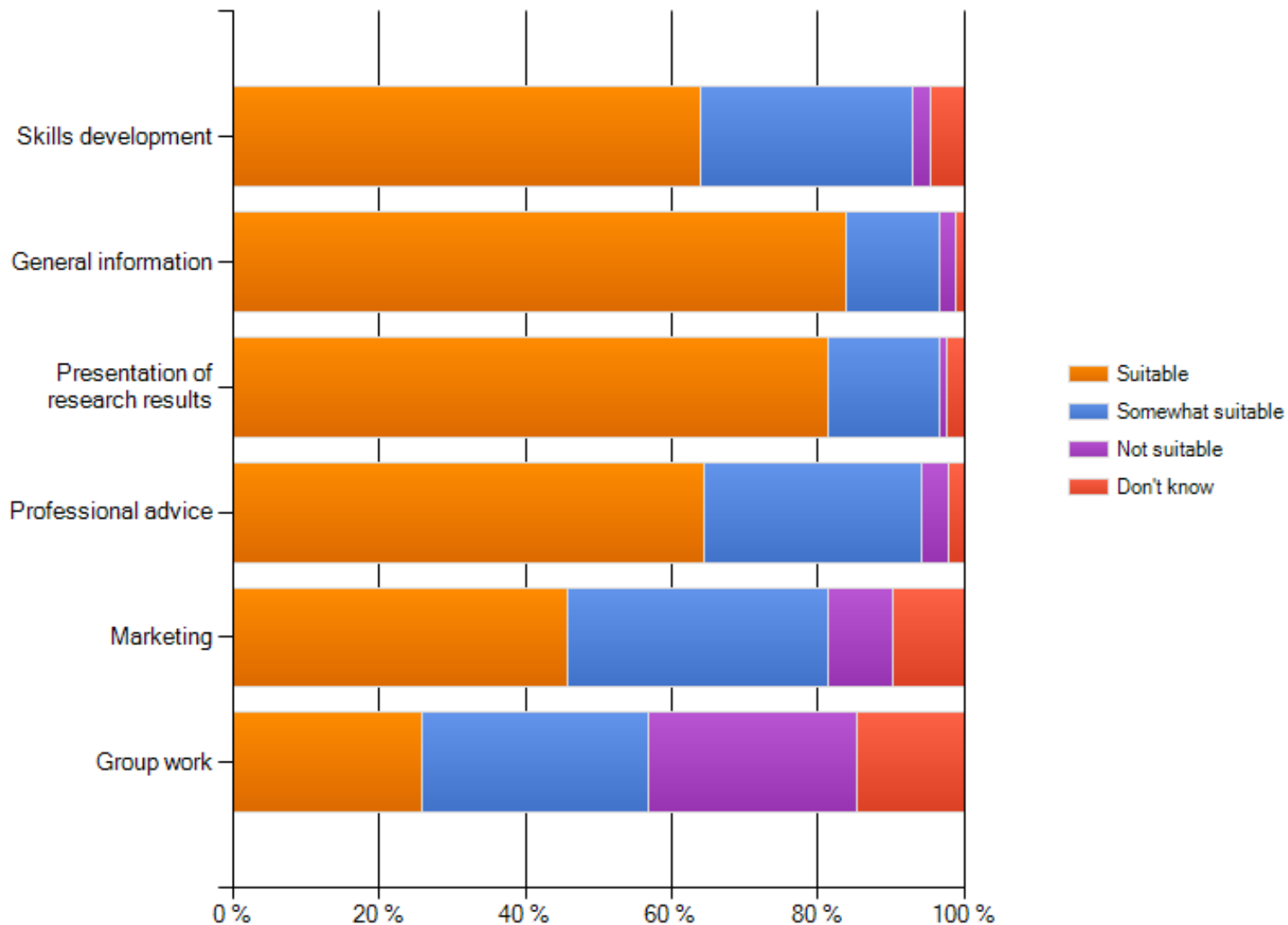| Legend	
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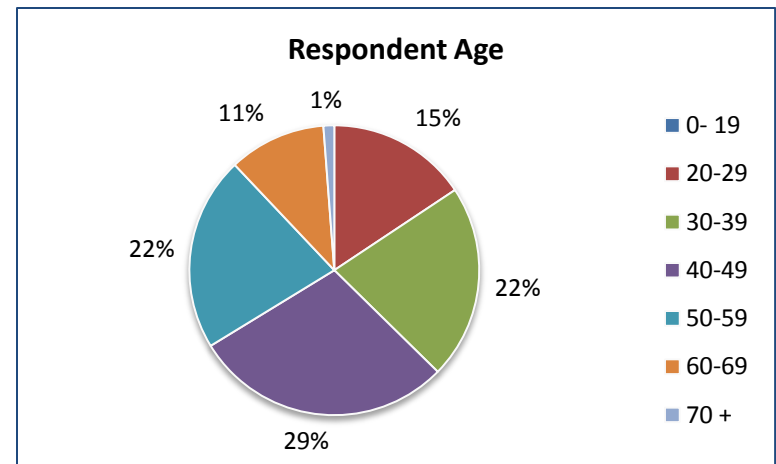
What is your webinar for?

- 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

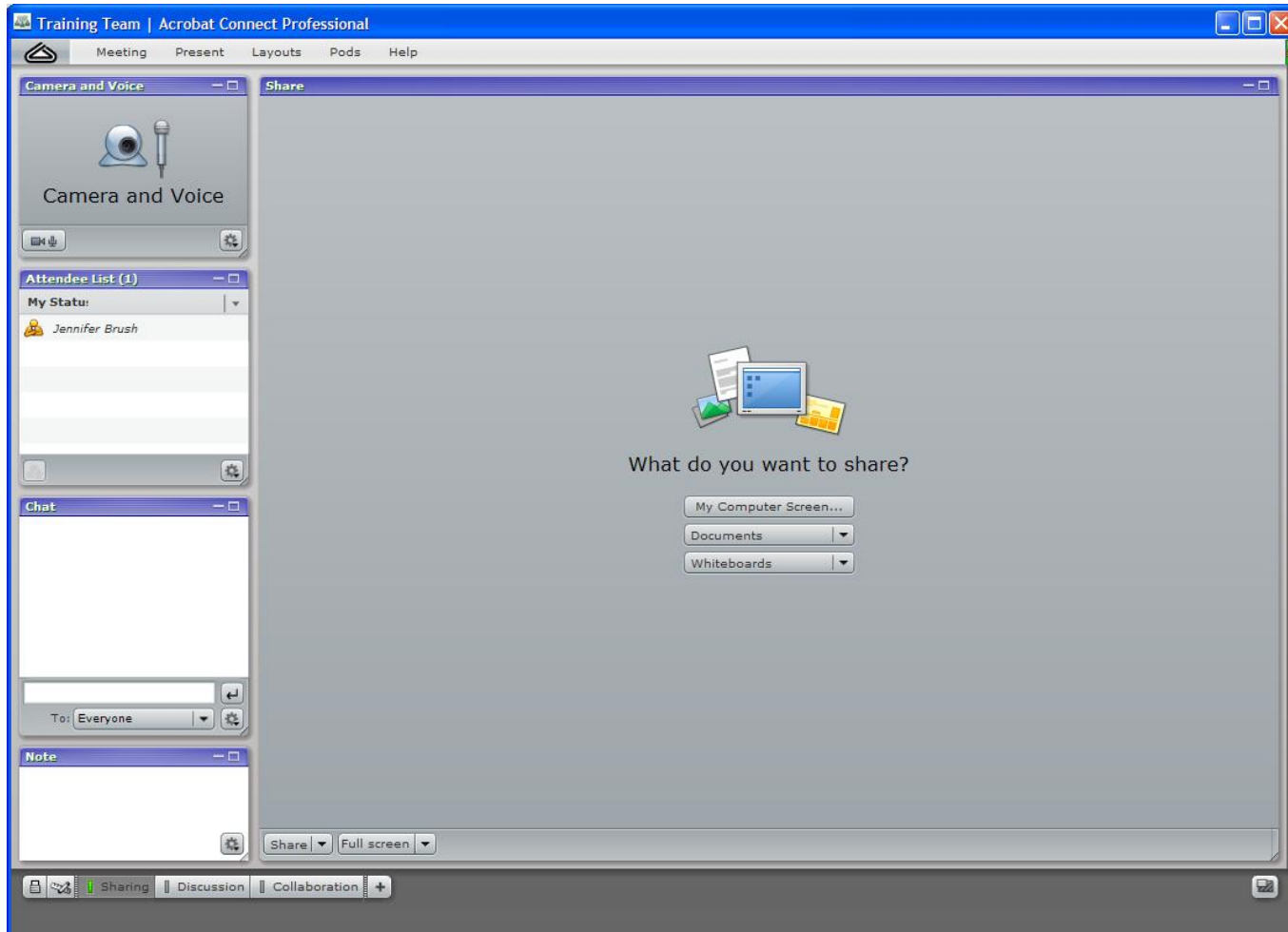| Product	Price
GoToWebinar	$99/Month (100 user max)
Webex	$ 49/Month (25 users) or $.33 per user per minute
Adobe Connect	$55/Month (100 users) or $.32 per user per minute
MS LiveMeeting	$99/Month (1250 users)
Yugma	$55/Month (50 users)
Bell Aliant Toll Free	$0 .38 per minute per line
GoToWebinar Toll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

The Usual Suspects 1: GoToWebinar

The Usual Suspects 2: Adobe Connect

The Usual Suspects 3: WebEx

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. <u>If you're just reading your slide, what do people need your voice for?</u>

Let's try that again, shall we?

You need:

- Minimal, clear text

- Topical images

- Pictures of you

- Plenty of slides

Webinar Learning Styles

This element is very important for my learning...

It's all in the timing
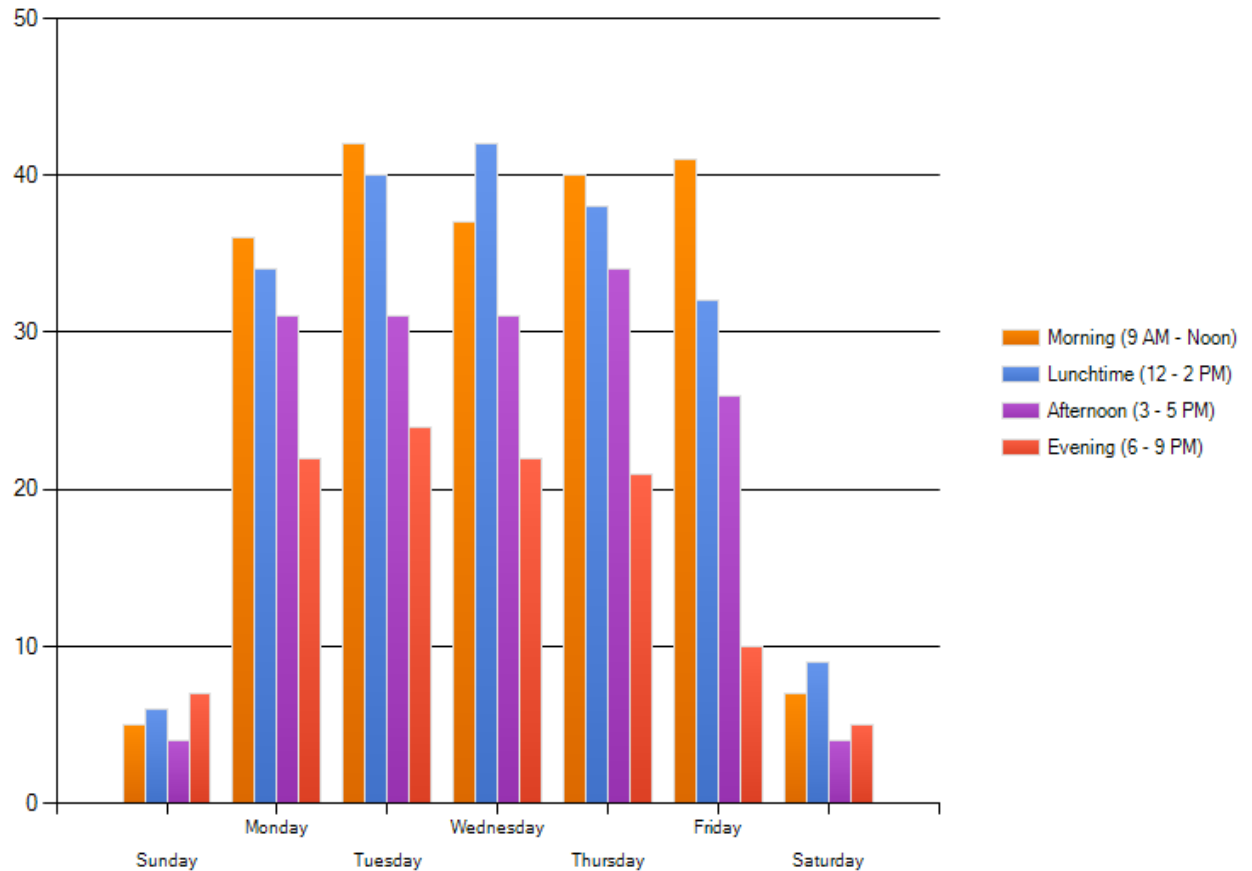
Webinars should:

- 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.

Legend: Morning (9 AM - Noon), Lunchtime (12 - 2 PM), Afternoon (3 - 5 PM), Evening (6 - 9 PM)

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

GoToWebinar : Registration Preview - Mozilla Firefox

Citrix Online LLC (US) https://www1.gotomeeting.com/en_US/organizers/webinar/previewRegistration.tmpl?WebinarKey=613234040&uf=upperF

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:

* Last Name:

* Email Address:

* Address:

* City:

* State/Province:
Choose one...

* Zip/Postal Code:

* Country:
Choose one...

* Phone:

* Industry:
Choose one...

* Organization:

* Job Title:

* Purchasing Time Frame:
Choose one...

* Role in Purchase Process:
Choose one...

* Number of Employees:
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.

Done

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

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

Now… Question Time!