Webinar Best Practices

January 27, 2012
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Pre-Planning

- Gather relevant information
- Consider objectives
- Conduct search for content
- Plan for a rehearsal for the webinar
Pre-Planning Continued

- Develop participant materials
- Develop trainer materials
- Set up interactive options (chats, polls, whiteboard)
- Send materials to participants at least 1-2 weeks in advance
Content

• Inform participants on how to interact with the webinar (applause, asking questions, chats and polls)

• Develop background and resource materials
  – Print & graphic materials, website links, worksheets, activities

• Develop PowerPoint presentation
  – Include graphics, photos where possible
Content Continued

- Create interactive elements
  - Chats, polls, breakouts, audio chats with smaller groups
- Archive the webinar for playback
  - Use the system’s record feature and after the webinar generate a link so it can be viewed offline
Time Management

- 60 minutes, including 2-4 interactive elements
- Pace slide changes every 1-3 minutes
- Switch from presentation to activity and back
- Keep presenter time to 3-7 minutes per segment
Participant Engagement

- Stick with silent activities for larger groups
- Plan presenter feedback with chats, polls
- Whiteboard can be used with smaller groups
- Consider opening, closing polls to assess learning impacts
Follow-Up

• Send out content of chats, polls with thank you
• Circulate a link with evaluation survey
• Include link to recording for off-line review
• Conduct post-event surveys
Staffing

• Select one or more presenters, moderators
  – Conduct walk through(s)

• Arrange for a host-facilitator to handle background detail
  – Trouble shooting connection issues
  – Putting up chats, polls
  – Managing whiteboard
Delivery

• Set up webinar meeting room in advance
• Decide on VoIP (through the computer), audio dial-in, or both
• Double check equipment and connections
• Ask participants to connect 10 minutes ahead
• Share unanticipated problems with participants if necessary
# Audio Best Practices

<table>
<thead>
<tr>
<th>Type of Equipment</th>
<th>Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>USB headset connected to a computer</td>
<td>Best</td>
</tr>
<tr>
<td>Headphones and USB microphone connected to a computer</td>
<td>Best</td>
</tr>
<tr>
<td>Analog headset connected to a computer</td>
<td>Good</td>
</tr>
<tr>
<td>Headphones and analog microphone connected to a computer</td>
<td>Fair</td>
</tr>
<tr>
<td>External speakers and USB microphone</td>
<td>Fair</td>
</tr>
<tr>
<td>External speakers and analog microphone</td>
<td>Fair</td>
</tr>
<tr>
<td>Laptop with a built-in microphone and speakers</td>
<td>Poor</td>
</tr>
<tr>
<td>External speakers and USB webcam microphone</td>
<td>Poor</td>
</tr>
</tbody>
</table>
Marketing

- Websites
- Blogs
- Social media outlets
- Reminder emails