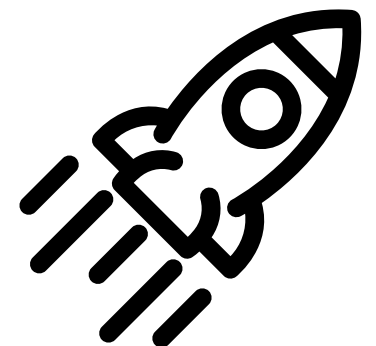


TechSoup Europe **short** **guide to making** **webinars**

Why this guide might be useful?

More and more education materials and content is moving online so we've gathered just a few basic tips and tricks for those who want to start producing webinars.

Producing webinars is not rocket science but there are a few rules that once followed make it a better quality experience for both the organizers and the participants.



Players

Presenter

person who carries out the webinar (expert, specialist sharing their skills/knowledge)

Facilitator

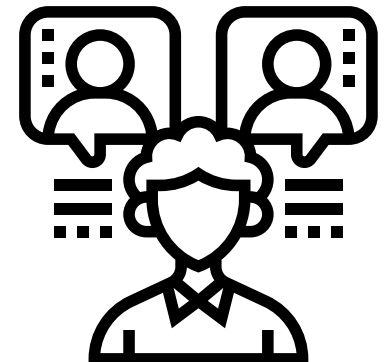
responsible for organizing and executing the webinar; they are the lead point person who sets the agenda and format of the webinar and during the broadcasting takes care of the introduction, time keeping and Q&A session

Co-facilitator

optional but very useful. Responsible for monitoring and animating the chat/Q&A boxes throughout the webinar

Comms wizard

prepares the comms plan and social media materials (this can of course be the same person as the facilitator)



Before anything

Choose software you want to use.

There are very many options available on the market. Most require a fee.

We at TechSoup for example use [Zoom Webinars](#), [GlobalMeet](#), [Cisco's WebEx](#).


The differences between platforms are not significant so just choose the one that has the most recommendations/one you have seen during webinars as a participant and liked or if you're just starting – you can also do it via normal meeting (e.g. on Zoom).

If you're an NGO – please check out your local [TechSoup website](#) for option of discounted offers in your country.

Remember that content is always key (and software is secondary)

4 weeks before

Who's taking part
Facilitator
Presenter

Facilitator sends an initial email to the Presenter(s): 
outline of how webinar will work + a follow-up call discussing:

Goals of the webinar (3 things you want participants to take out of it)

Role division (who is responsible for what)

Length of the webinar (a **3+40+15 formula** usually works best:

3 minute introduction from the Facilitator + 40 minutes of presentation + 15 minutes of Q&A)

Interactive elements (you have to make sure there are

polls, quizzes or something similar throughout the webinar – otherwise it remains a very one-sided format)

Preparation period (e.g. run through 2–3 days before, a bit earlier if the Presenter does not have experience in

doing webinars – check with them to confirm)

Date and time: can be tricky, depends on the topic of the webinar but middle of the day/lunch-time usually works best

Min. 3 weeks before

Who's taking part
Facilitator
Presenter
Comms Wizard

Facilitator asks the Presenter for a **description of the webinar** (with catchy title!) – to be delivered min. 2 weeks before the webinar. It doesn't have to be long but it's good if it contains:

- General description (max. 1 paragraph)
- Who is it for? (target audience)
- Key take-aways for participants

Facilitator also asks the Presenter for a short (!) **bio** and **photo** (to be delivered min. 2 weeks before)

Comms wizard creates an event on social media and invites participants (best 2 weeks before the webinar)

It's always good to use a system for **registration** (if possible-most webinar platforms offer it automatically)

Facilitator sets **reminders** for people who registered (formula that works best and does not spam the participants: one week before + 1 hour before – most software do it automatically)

Min. 2–3 weeks before

Who's taking part
Facilitator
Comms Wizard

Promo!

Comms wizard (ideally) or **facilitator** creates a promo plan that includes using different social media channels, a FB event, even a newsletter:

→ involve the Presenter in promo activities (invite them to share the info through their networks)

→ consider creating promo partnerships with the networks you know or individuals with a lot out followers (to maximize the out-reach of your promo efforts)

Try to use **creative formats**:

- video with presenter,
- GIFs, etc.

If you're preparing a series of webinars, create a landing page with details of all the webinars (ideally done by communication specialist)



2–3 days prior

Who's taking part
Facilitator
Co-facilitator
Presenter
Comms Wizard

Facilitator & Co-facilitator & Presenter do a **trial-run** (it's first and foremost so that the Presenter feels comfortable with the software and can focus on what's key – his/her presentation):

- do it at similar time to the actual webinar (so that you know what the lighting and noises will be)
- check the internet connection and sound (also headphones if you'll be using them)
- check screen sharing – run through the presentation (see if videos/animations work)
- check polls/quizzes

Presenter has the presentation and share's his/her screen with the rest of the participants but **sends a copy** to the Facilitator as well – just in case of any technical difficulty (to be sent min. 1 day before)

Lighting and background check (ideally there would an empty wall behind the presented and facilitator – any type of picture, furniture etc. can be distracting)

Day of

Who's taking part
Facilitator
Co-facilitator
Presenter

Facilitator, co-facilitator and Presenter log in 30 minutes prior to the start of the webinar

Everyone conducts sound and screen share check

Facilitator makes sure that the participants **are muted** (if it's not automatically done)

Facilitator does the **intro**:

- introduces her/himself and the organization
- explains the “why?” is this webinar happening (is it a part of a series? will there be more webinars like this?)
- speaks briefly about the logistics (how long it will be, explains that everyone is muted and will remain so, reminds that the Q&A session will be at the end but encourages participants to post questions whenever they want throughout the webinar; reminds

participants that there will be a recording and they'll get a link in the follow-up email)

- introduces the Presenter/s

Day of

Who's taking part
Facilitator
Co-facilitator

Facilitator remembers to **record** the webinar (use FB LIVE or direct YT streaming if available)

Facilitator **keeps time** (and remembers to start on time – especially when it's during the work day)

Co-facilitator **monitors** questions and discussion in the chat box (can also be done by the Facilitator)

Facilitator **reads the chosen questions** out loud to the Presenter during the Q&A session (makes it more personal)

Facilitator thanks everyone, reminds them that they'll get all the links in the follow-up email and invites them to join the next webinars

After

Who's taking part

Facilitator
Co-facilitator
Presenter
Comms Wizard

Facilitator organizes a **debriefing** with the Presenter (additional call right after the webinar: what went well, what could have been done better etc.)

Faciliator/Comms Wizard uploads the **recording** online (see if there's an option of automatically adding captions to the recording – it increases accessibility)

Faciliator/Comms Wizard sends **follow-up** email to attendees and no-shows with:

- link to the recording
- link to slides (if they're shared)
- link to a short (3 questions max) evaluation form
- info about what's coming up next
- all the social media handles you want the participants to follow

Faciliator/Comms Wizard checks registration and social media **analytics** (basic ones are enough – how many registered, how many attended + social media outreach)

**Team
starts to plan
the next
webinar!**

Before anything

- Initial email to the Presenter + a call to discuss the details
- choose software

4 weeks before

- Set up:
 - Date & time of the webinar
 - Goals
 - Role division
 - Format of the webinar

min. 3 weeks before

- Get the description of the webinar, bio and photo from the Presenter
- Prepare a PROMO plan
- Set up registration
- Set reminders

min. 2–3 weeks before

- Start promo (and never stop!)

2–3 days prior

- Do a trial-run. Check:
 - sound
 - light
 - sharing options
 - videos, animations

Day of

- Log in 30 min before
- Do the sound and screen sharing check
- Deliver intro
- Record the webinar (stream if possible)
- Do a Q&A session

After

- Organize debriefing with the Team
- Upload the recording
- Send out follow-up email (on the next day)
- Summarize webinar (gather stats)

Checklist

for the Facilitator

For more support
follow us:

techsoupeurope.org

