

Checklist for planning and conducting a Virtual Field Trip

(delivered via webinar)

Location:

✓	Task to be completed:
	Is the location environment conducive for a quality live broadcast?
	Verify proper internet signal strength required for a live broadcast.
	If you want to capture onsite video for marketing, do you have permission, and will you be able to gain access to the site?
	Will you be able to conduct on-site rehearsals?
	Does it have a source for electricity? Will you have to supplement or provide your own electricity?
	Are restrooms available? Do you need to supply toiletries?
	If broadcasting outside, do you have an alternative option or location if the weather conditions change?
	Is there sufficient parking space for your team?
	Provide the address or a google maps to help the team locate site. Also good to supply written directions, some cell phones cannot use google maps.

Technology:

✓	Task to be completed:
	Sufficiently strong Internet signal, best practice is to have a hard-wired Ethernet Internet connection.
	If using wireless or a hotspot, remember changes in weather may affect the Internet signal.
	Use a webinar hosting software platform that is easy to use and accessible to the host, presenters and participants.
	Minimal recording equipment needed is a camera and a microphone.

	Software to edit footage post production if webinar will be available for viewing later.
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Support staff:

✓	Task to be completed:
	Designate a point person to lead the webinar team.
	Good to get the names, job title, organization name, email and contact phone numbers for all members of your team.
	You will need a webinar host and a technical support person in addition to the presenter(s).
	This setup will allow presenters to focus on their presentations and not worry about "behind-the-scenes" activities. Depending on the expected number of participants and the communication options available (e.g., chat, Q&A, polls), you may need additional team members to monitor/manage those options.
	Try to create a relaxed, comfortable, professional environment before, during and after the live broadcast for your presenters and your audience.

Speakers:

✓	Task to be completed:
	Experts in their fields.
	Who have good camera presence.
	Who are willing to commit preparation and practice time beyond that normally required for a face-to-face session.
	Who have confirmed and placed on their calendars their commitment to the rehearsal(s) and live broadcast dates.
	Should be given the learning objective(s) and the purpose of the webinar, to help guide them in developing their content.

	Should be told how much time they have for their individual presentations.
	Should be given an outline of all the segments of the broadcast.
	If there are multiple speakers with similar areas of expertise, assigning roles or content matter for each of the presenters can help reduce duplication of content. Some overlap may be necessary or unavoidable for the flow of the topic(s) to develop a clear, concise, expression of the subject matter.
	Who are willing and able to incorporate engagement with the audience throughout the webinar is key for a positive participant experience.
	Engagement options include:
	- Handouts
	- An activity that participants can follow-along with/complete at their location
	- Polling questions
	- Feedback in the Q&A or chat box
	- Video clips
	- Animated dialogue between presenters
	- Demonstrations by subject matter experts

Webinar Presentations:

✓	Task to be completed:
	Are usually between 30 – 60 minutes in length for an entire broadcast, which includes

	the question and answer segment if you decide to have one.
	Develop a script, segmented into time frames, based on the speaker(s) presentation, this is a good tool to help evaluate effectiveness in meeting learning objectives and can be used to manage the flow and timing of the webinar.
	Remember to incorporate as much live interaction as possible for audience engagement throughout the webinar.
	PowerPoint Presentations:
	<ul style="list-style-type: none"> - Power Point Slides should be sized: 16:9. To do this go to Design-Slide Size-Select Wide Screen 16:9
	<ul style="list-style-type: none"> - Only the opening and closing slides should have a border/image of logo for consistency and viewing ease.

Marketing:

✓	Task to be completed:
	If possible, start marketing at least 30 days prior to the event at a minimum.
	Confirm that VFT title properly represents the subject matter.
	Confirm dates.
	Confirm speakers.
	Get a good concise description of the VFT.
	Design a flyer (whether it's you or a graphic designer). Include clickable registration link within the flyer.
	Get jpeg images for marketing (possibly from project leader) for the flyer.

	Use the outline of speakers and their topics on the flyer.
	Have multiple file formats of the flyer (PDF, jpeg, Word).
	If using an email or social media marketing tool:
	- Create the 1st notice of the future VFT, schedule it to send at a designated date.
	- Create the ½ way reminder of future VFT, schedule it to send a designated date.
	- Create the day before reminder of the webinar, schedule it to send a designated date.
	- Create a reminder notice for day of VFT, schedule it to send at a designated time before the start of the VFT, usually 1 hour.
	If using a survey tool, create the survey and schedule for it to send immediately after the VFT.
	Creating a short bit.ly for registration link can help in marketing.
	Share across all other social platforms as appropriate such as your agency's calendar, e-newsletters, fliers, website posts, etc.
	Live captioning during the broadcast if possible for accessibility.
	Use the live caption transcript or YouTube generated transcription when posting the recording for accessibility.

Registration:

✓	Task to be completed:
	Dates confirmed.

	Speakers confirmed.
	Have a good concise description of the VFT.
	If required, complete webinar registration form and submit to the webinar platform administrator.
	If you need to collect participant demographics, include appropriate demographic questions in your registration form.
	Use a short subject matter specific bit.ly registration link to share with the audience.
	Registration leading up to the VFT can help you prepare for the webinar, by giving you an idea of the number of participants who plan to attend.
	The webinar platform administrator can use the registration data to verify adequate capacity of the webinar platform, making sure that you have enough seats on your platform account to accommodate the number of participants.