

Hosting a Webinar

Use the following best practices to deliver effective webinars:

- You need the appropriate human resources available to carry out the webinar effectively.
 - 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.
- Presenter effectiveness is a critical aspect of a successful webinar. Presenters need to be
 - Experts in their fields
 - Have good camera presence
 - Willing to commit preparation and practice time beyond that normally required for a face-to-face session
- Incorporate engagement with the audience into the presentation. Engagement with participants before, during, and after a webinar is key for a positive participant experience. It is important that presenters incorporate participant engagement opportunities throughout the webinar. Example engagement options include
 - Handouts
 - An activity
 - Polling questions
 - Feedback in the Q&A or chat box
 - Video clips
 - Animated dialogue between presenters
- Start and end the webinar on time. Participants need to know that they will be able to participate in the entire webinar within the time frame that was advertised.
- Implement a backup plan in the event of a technology glitch. There is no way to account and plan for all possibilities, but try to take precautions for unforeseen issues. For

example, have an alternate Internet connection available, have backup equipment available, or use equipment with battery backup capability.

- Use evaluation to make improvements. Evaluation is necessary for determining a webinar's effectiveness and for gaining feedback to apply to future webinars. Many evaluation techniques used with face-to-face educational activities can be modified for use with webinars. Webinar evaluations receive the highest response rate if the evaluation is conducted at some point during the webinar or online immediately following the webinar.