E-DELIVERY OF PRIMARY PREVENTION:
TIPS AND TRICKS FOR WEBINAR DELIVERY

There are so many amazing ways of connecting content with your audience and webinars are one of them. There are also a variety of webinar platforms and tools. This guide will focus on using **Zoom**.

THIS QUICK GUIDE WILL COVER...

- How to host a webinar like a pro using Zoom
- How to eliminate technical barriers with step-by-step instructions and practical tips
- How to reflect on your success

WHAT IS A ZOOM WEBINAR?

A Zoom webinar is a view-only platform where the attendees can only see the presenters. They cannot not see each other, and the Host cannot see the attendees. They are recommended for content-rich sessions.

This quick guide is about how to set up and run a webinar like a pro using Zoom.

HOW TO HOST LIKE A PRO

ADVICE AND RECOMENDATIONS

About three+ weeks prior to the webinar, consider the following when hosting a 'live' webinar:
Length: We recommend maximum two hours (include a quick one min break "energising moment").
Time: Best time is in the mornings with a 10am start (maximises alertness).
Days: Best days are either Tuesday, Wednesday or Thursday (more likely to capture part-time workers).
No. of presenters: If Q&A is included, allow approx. 15-25 minutes per presentation (suggest holding Q&A after each presentation). Presenters will need to be set up as a 'panellist' on **Zoom**.
Recording webinars: We recommend you record the webinar automatically in the Cloud. This means people will be able to access it if they missed it.

WHY WEBINARS?

- On average webinars attract **233 attendees***
- Webinar viewers watch an average of **50 minutes**
- Watch time has **increased by 31.5%** since 2010
- **Q&A** time is the most popular - and expected - form of interactivity

Of global attendees...
- 20 % downloaded content
- 7 % submitted questions
- 31 % responded to polls

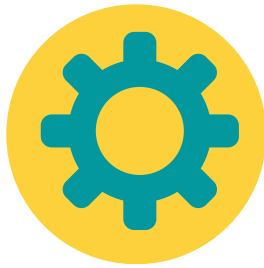*2016 study that analysed 12,780 webinars.

TOP TIPS

Check out this pre webinar checklist for more practical tips or how to customise the webinar registration

Zoom provides a generic email template but is quite text heavy. We recommend using your existing CRM, such as MailChimp as it is an opportunity to personalise the invite and include event branding.

TOOLS YOU NEED TO HOST A WEBINAR LIKE A PRO

Day before

To ensure everything runs smoothly, on the day before:

- Set up room and consider lighting and position of camera.
- Check virtual background, if applicable.
- Email presenters the final run sheet.
- Email allies in advance 'Dorothy Dixer' or planted questions.

The big day (day of the webinar)

- Join 15 minutes prior (along with other presenters) to check sound and video.
- In the introduction flag how many people are participating, who they are e.g., role.
- Depending on the size of the webinar (participants) it might be wise to **encourage the use of Q&As** and the upvote button. The use of chat function for larger groups might be distracting.
- Just like a live a panel, this is where you have several speakers discuss a certain topic. **Panels** are great for offering different perspectives and opinions from experts.
- Set up for when you are inactive (mute and turn off camera). Signal and connect with support team when you are on mute. This allows support team and host to check in.

HOW TO ELIMINATE TECHNICAL BARRIERS?

1 week prior

- Establish a Webinar Support Team (1 -2 people).
- Engage with presenters regarding content, practice run, etc.
- Create a run sheet - consider developing a script with key talking points and speaker briefs.
- Test computer/laptop and audio devices – make sure you use the same set-up during the webinar.
- Load all presentations on a USB as a back up, in case of technical issues.

TOP TIP: ARRANGE A PRACTICE SESSION

Ask presenters to be part of a practice run-through, a day or two before your webinar. This assists not only with technology set up, alleviating technical concerns, but also with building your online rapport.

Refine your script (introductions, Acknowledgment of Country, housekeeping, closing etc) and your run sheet (timing and transitions).

Tip - it's helpful to keep hold of these and share for future templates.

REFLECT ON YOUR SUCCESS

Once webinar has finished spend 20-30 minutes with internal webinar support team reflecting on what worked well, learnings, improvements for next time.