E-delivery of Primary Prevention: Tips and tricks for webinar delivery

Contents

Webinar or Meeting

A standard Zoom meeting is interactive and allows all participants the ability to see, speak, hear, and screen-share with each other. Zoom meetings also have the function that allows you to run breakout rooms.

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 document is about how to set up and run a webinar.

SETTING UP REGISTRATIONS

Advice/Tips/ Recommendations	Timeframes	Further Support/Resources
Length: Maximum 2 hours (include a quick 1 min break "energising moment") Time: Morning (10am) Days: Tuesday, Wednesday or Thursday No. of presenters: If Q&A is included, allow approximately 15-25 minutes per presentation (suggested to hold Q&A after each presentation). Hosts/Panellists: Set up the lead (Chair) as the Zoom host. Any guest speakers should set up as Zoom panellists. Invites: You can set up an open webinar or one which you need to register for. It's recommended you set it up as registration only. This will generate a password/unique link for each participant to join with.	3+ weeks prior to webinar	https://it.umn.edu/zoom-pre-webinar-checklist-hosts

Practice session: Enable the practice session in the set up. This will give you the opportunity to hold 'tech rehearsals' with presenters. Recording the webinar: If you wish to record the webinar, you can click to opt for this in the set up. There are two types of recording: Local Recording and Cloud Recording. Local recordings: The recording feature available to all Zoom users is saved to your local computer's hard drive. Cloud recordings are saved to the Zoom Cloud where they can be viewed, shared, and downloaded. We would recommend using a Cloud recording.		

CUSTOMISING REGISTRATIONS

Participant information: The generic registration collects participants name and email. There is an option to collect further information including role, organisation etc. Presenters bios: There is an option to include up to three bios on the main registration. This can be found under the 'branding section'. Invite panellists: When inviting panellists, an invite will be sent with a unique link to access the webinar. This link also allows panellists to access practice mode. Email Settings: In the backend of Zoom, you can set up emails to invite, remind, and follow up with participants. You can edit these emails in the back end of Zoom. As part of that	3 weeks prior	Webinar Registration Customisation

email, it's good to advise participants to join 5-10 minutes early, in case they experience any technical issues.		

SENDING INVITATIONS

MailChimp: It is recommended to send the invites out via a marketing platform such as MailChimp. Zoom provides a generic email template but is quite text heavy. Using MailChimp provides an opportunity to personalise the invite and include branding.	2 weeks prior	Design an Email Campaign in Mailchimp

PREPERATION WORK

Engage with presenters: Recommended to make a time to talk to presenters (set content boundaries, provide further context for webinar). Develop script: This will keep you on track as the host. Support team: It is advised to have 1-2 people supporting the host on the day. This allows the host to focus on presenting and not worrying about managing the Q&A and any tech issues that may arise. Runsheet: Develop a run sheet and share with support team on the day to ensure roles are clear. Speaker briefs: Provide speaker briefs to presenters with information on the purpose, background, outline of the webinar and request for 'tech rehearsal'.	2-3 weeks prior	Script template Housekeeping template Runsheet template

## HARDWARE CHECK		
Zoom rooms: If your organisation has existing video conference room systems, Zoom Conference Room Connector lets you join Zoom meetings directly from existing systems. Laptop/Computer: If you do not have existing facilities, it is recommended you work off one device, such as a laptop with webcam. Using headphones with a microphone will provide the best sound quality.	Ideally 1 week prior	Zoom Rooms
## TECH REHEARSAL/PRACTICE RUN WITH PRESENTERS		
Practice Session: Ask keynote speakers 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 assists with building your online rapport. Make sure you click the box for practice session in the Zoom back end set up of your webinar. Once your webinar is set up, to host the practice run, just click 'start this webinar', when you enter the webinar you will see an orange banner at the top of the screen, which says 'Broadcast'. As long as you don't click on this banner, you will remain in practice mode. This is your space to practice without anyone else being able to see you.	Ideally 1 week prior	Webinar Practice Session Practice Run Checklist

DAY BEFORE WEBINAR

Set up room: Position the device, banners, check lighting, check sound, internet speed, check video, select virtual background if required, consider outfit (e.g. not patterns, wear solid colours). Background: If you are at home, you might wish to use a virtual background from Zoom. Email presenters: Include outline, time to log into webinar, time they are presenting, request presentations if they have not been sent through, resend Zoom invite. Dorothy Dixer's or planted questions to allies in advance: In case participants don't post questions, it can also be a helpful way to get the ball rolling which encourages other participants to post their questions. Remember that as a panellist you are NOT able to post questions. Use polls to engage people where appropriate. This is a great way of being interactive in the forum of a webinar. Consider presentation style generally: As the host is unable to see or hear participants, there is no feedback to go on. Consider keeping points clear, be yourself and remember the role of the host is to introduce and set the tone for the webinar. Use small personable anecdotes in introductions. If you have a relationship / history of work / mutual learnings that you share with a guest speaker then share them very briefly as part of your introduction or in acknowledging their work at the end of their presentation. This allows participants to feel the connection you have. It allows participants to feel part of something that is cohesive, ongoing, relational and positive.		

DAY OF WEBINAR		
Join 15 minutes prior: Request presenters to log in 15 minutes prior (check tech, then mute and turn off video, test sharing screen). Once participants join, they will be able to hear presenters, therefore it is important all presenters are on mute until the webinar formally starts. Starting the webinar: It can feel strange when you start the webinar, as people will have joined early, but you are not kicking off until the start time. To get around this, create a welcome slide, with something that denotes – the title of the webinar and that it is commencing shortly. This will allow you to turn off your camera and mute the sound, and simply have the slide there showing that the session will commence shortly. Flag in the introduction: How many people are participating and orgs/roles (as others can't see this). This will provide context of others participating is in the webinar. Depending on the size of the webinar (participants) it might be wise to encourage the use of Q&A's and the upvote button. The use of chat function for larger groups might be distracting. Presentations: Have guest presentation on a USB as a backup, in case of tech issues. Set up for when you are inactive: When you are not presenting for long periods of time, and other speakers are presenting, turn off your camera and mute yourself, this minimises distraction for others (stops you having to smile for hours into your camera) and allows you to connect with other staff who might be supporting you, giving feedback, ideas etc (this might be over chat/phone or in the room). Webinar recording: You will of course need written permission to record from any presenters. You will also need to acknowledge that the webinar is being recorded in the	15 minutes prior to webinar commencing	Cloud Recording

introduction and give reasons why and where it will go, who it will be shared with. Once the session starts you will see a small icon in the top screen, with a red dot. This shows that the session is being recorded. Once finished the recording will take time to upload. Whilst it is doing so, the status of the webinar will show uploading recording. Once this is done you can go in and snip the webinar, so that any pre-webinar recording is taken out.		
## REFLECTION/DEBRIEF		
Spend 20-30 minutes with internal webinar support team reflecting on what worked well, learnings, improvements for next time.	Once webinar has finished	
## WEBINAR FOLLOW UP		
Send thank you to presenters (ask if they have any feedback). Send follow up email via Mailchimp to participants and include webinar recording details, survey link, other information if required. Send evaluation reminder 2 days after webinar to increase responses.	Day of webinar	