GETTING THE MOST OUT OF A WEBINAR SUMMARY

Why Webinars Work

- Speakers are available
- Easy to update
- No travel – stay at home
- On demand learning
- Standardized
- Wide-spread audience
- More people can access
- Affordable, no hotel/lodging costs
- Able to respond to emergency in office
- More flexibility in scheduling
- Right at your desk - convenient
- It is short and focused

Webinar Challenges

- Hard to make interactive and engaging
- No feedback between presenter and audience – disconnected - lack visual clues
- Hard for participant to stay focused
- Postpone and don’t get to it if it’s recorded
- Hard to find big enough room
- People don’t show up
- Don’t get to interact with other students
- Technology failures – lack of speed, IT security barriers
- Don’t know how to set it up
- Time zone confusion
- Learner preferences not considered
- Interruptions
- Trying to cover everything for everyone makes material too general
- Not enough time to get in depth focus
- Negative expectations limits effectiveness and people don’t take seriously
- Inappropriate content for the method
Ways to Address Challenges

- **Technology**
  1. Get IT involved up front
  2. Update technology

- **Don’t know how**
  1. Use IT group or get training

- **Time Zone**
  1. Set up outlook pop up
  2. Be aware of where participant are

- **Feedback between presenter and audience**
  1. Questions and answers during the presentation
  2. Use icon to “raise your hand”

- **Hard to stay focused**
  1. Have presenter in front of audience
  2. More visuals
  3. Quizzes
  4. Eat or drink
  5. Go to a group setting

- **Have someone filter and organize questions**

- **Postpone till later**
  1. Topic must be timely or a job requirement
  2. Put it on your to do list or calendar – schedule it
  3. Leadership encouragement and attendance – follow up in a staff meeting
  4. Tell someone you plan to do it

- **Dealing with interruptions**
  1. Put up a sign
  2. Forward you calls
  3. Get away from your desk
  4. Have a group leader to maintain order
  5. Set rules – no phones, e-mails

- **Course is too general**
  1. Provide information in advance
  2. Convenience supervisor you don’t need it if it is not relevant or you know the material
  3. Log off/ leave the room

- **Negative expectations or inappropriate content for method**
  1. State purpose, *target group, post agenda in advance*, learning objectives
  2. Talk to someone in advance regarding whether delivery method will work

- **Change Management**
  1. Marketing
  2. Talk about benefits
3. Get management buy in
   • Put in context with introduction
   • Make it interactive and engaging
     1. Tools – quizzes, questions, highlighter, visuals
     2. Use graphics, pop-ups
     3. Online poll in family feud format
     4. Use on-line instructional design methods
     5. Background information on participants – use in targeted questions,
        participants need to be prepared to respond
   • Put some links in so people can learn more later
   • Facilitator (local) can help
   • Tell presenter in advance what you want cover
   • Finding a big room
     1. Ask in advance who is coming
     2. Go to a neutral location, e.g.: the library
     3. Set up 2 locations
   • People don’t show up
     1. Fee if you do not participate
     2. Fee to participate
     3. Drawing – go home 2 hours early
     4. Report attendance to leadership
     5. Management ask for report
   • Interact with other students
     1. Use tools
     2. Ask participants to say agency
     3. Provide list afterwards
   • Learner Preferences
     1. Provide information in advance
     2. Look after its recorded
     3. ADA – not just one method