

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. On line 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