Webinar About Making Webinars

A Beginner's Guide

techsoup EUROPE

Plan for today

1. Before anything else
2. Tech part
3. Comms strategy
4. Adult learning (3 things you need to know)
5. Preparation phase
6. The Day of
7. Follow-up
8. Key take-aways
9. Q&A

But before we start...

Before anything else

CONTENT is key

Learning by doing -
don’t be too precious about it

Trial by fire

Software is secondary to content

Start with what you have

At TechSoup we use:

zoom

GlobalMeet

Cisco Webex

*Consider your audience (language)

Visit your country TechSoup website to find out what is available for you

www.techsoup.global

techsoup EUROPE

Hardware - camera, microphone

Internet connection

TEST everything!

Comms strategy
- treat it as a campaign

Adult learning

techsoup EUROPE

How Human Brains Learn

Principle Of Problem-Centric

Principle of Emotional Connection

Principle of Self-Learning

Principle of Previous Experience

Principle of Relevance

Principle of Alignment

Principle of Fun

Principle of Active Learning

techsoup EUROPE

Presenters' coaching

Expert-practitioner doesn't need to be an expert in teaching

Expert-trainer doesn't need to be an expert in online learning

Content is the key, training can be shaped

techsoup EUROPE

It takes a Team

Presenter

Facilitator (aka Producer)

Co-facilitator

Comms Wizard

Go to www.menti.com

Code: 61 76 40

techsoup EUROPE

Preparation phase - min. 4 weeks before

Email + call with the Presenter discussing:

- Goals of the webinar
- Role division
- Logistics: date and time, length
- Format of the webinar
- Prep period (trial-run)

techsoup EUROPE

Format - interactive elements

Polls

Mentimenter

Kahoot

Any others you know/have used?

Preparation phase - 3 weeks before

Description of the webinar from the Presenter

Bio + photo of the Presenter

Registration

Reminders

techsoup EUROPE

Preparation phase - 2 weeks before

Start **promotion** and never stop!

techsoup EUROPE

33%

of registrations occur

the day before the webinar

Source: GoToWebinar

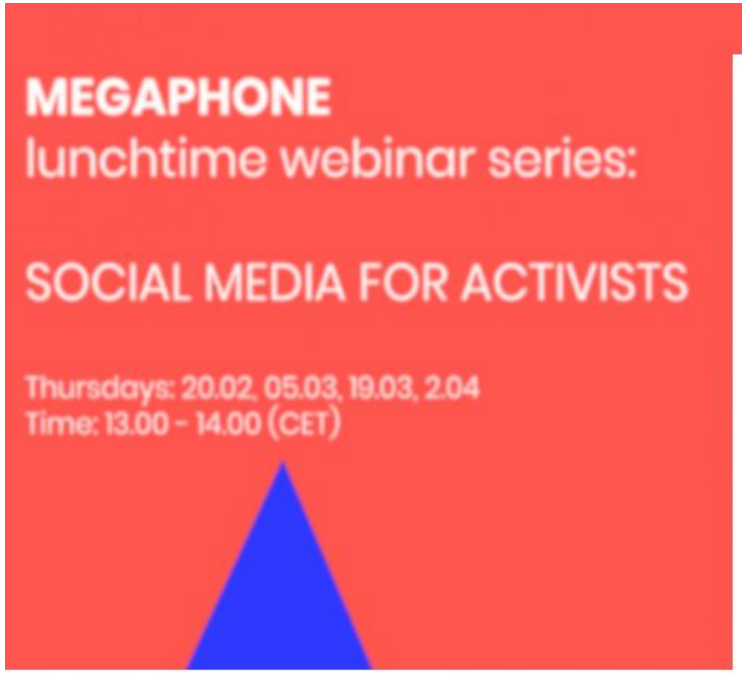
Tuesdays and Wednesdays

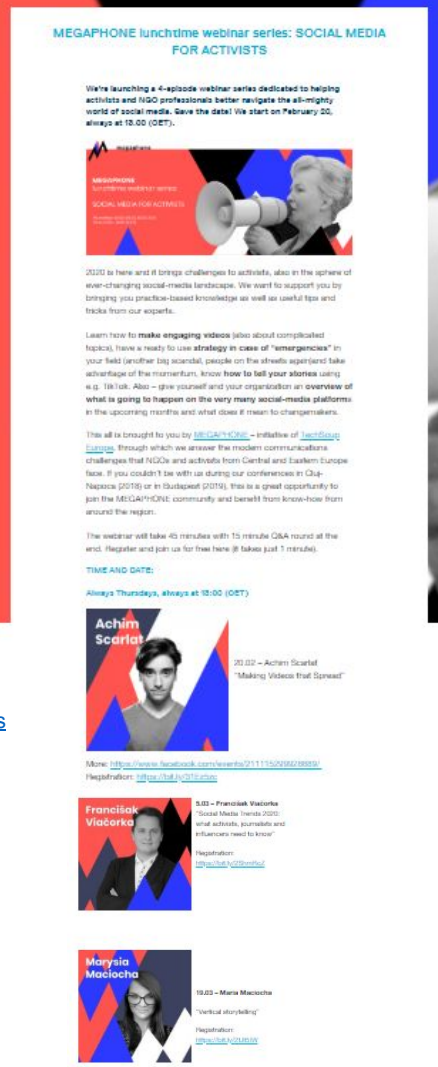
best days to send invitations

to your webinar and start your campaign

Source: Get Response

Landing Page / Blog





https://www.techsoupeurope.org/megaphone-lunchtime-webinar-series-social-media-for-activists/

Webinar About Making Webinars. A Guide for Beginners

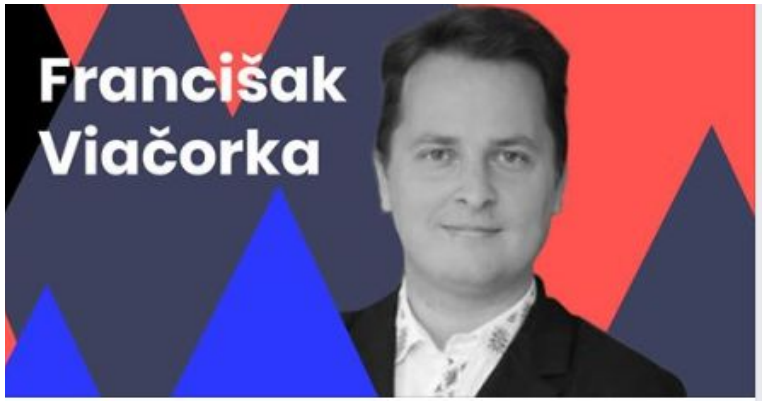
Creating a webinar is not rocket science but it does require preparation. If you want to learn how to carry out a successful webinar join us on April 29, at 13.00 CET.

REGISTER

Since most of our lives have moved online we decided to create a short guide to help you and your organization establish a new presence on the internet (or build on the experiences you already have).

https://www.techsoupeurope
aking-webinars-guide-for-be

Social media - Facebook Event



MAR
5

Webinar: Social Media Trends 2020

Public · Hosted by TechSoup Europe and Digital Communication Network

INSIGHTS See More

8.9K
People Reached
+2 last 7 days

332
Responses
+0 last 7 days

70
Ticket Clicks
+0 last 7 days

English (US) · Polski · ślōns
Español · Português (Brasil)

📢WHO IS IT FOR?
✅Anyone who wants to learn how to create and produce webinars from scratch
✅Anyone who has attended a poorly done webinar
✅Anyone who feels like they have something interesting to share but are not quite sure where to start
✅Anyone who's not afraid of learning by baptism of fire

📢KEY TAKE-AWAYS
✅Why teamwork is essential in producing webinars?
✅Basic rules of webinar production
✅How not to make it boring/how to make participants engaged
✅How to build communication around your webinar (and promo the heck out of it)

📢PRACTICAL INFO
The webinar will take 45 minutes + 15 minute Q&A round at the end.
To take part please register here https://bit.ly/webinaraboutwebinars

📢WHO WILL LEAD IT
Maja Durlik – MEGAPHONE webinar producer, Community Manager, Researcher
Anna Kuliberda - online education expert, coach for presenters and MEGAPHONE webinars co-facilitator
Kasia Zwolak – Communication Wizard, TechSoup Europe

APR 2	Webinar: Digital Marketing in a time of fire Thu 1 PM · 2 friends went	https://bit.ly/3bqBvpB
MAR 31	Webinarium: Prawda czy fałsz? Jak reagow... Tue 7 PM · by TechSoup Europe	https://bit.ly/2UkVI9S
MAR 19	Webinar: Vertical Storytelling Thu 1 PM · Kasia Zwolak went	https://bit.ly/2tJt5IW
MAR 5	Webinar: Social Media Trends 2020 Thu 1 PM · Kasia Zwolak went	https://bit.ly/2ShmRcZ
FEB 20	Webinar: Making Videos That Spread Thu 1 PM · 2 friends went	https://bit.ly/31Ez5zc

techsoup EUROPE

Newsletter

2 weeks before

Morning day of

techsoup EUROPE

Social media campaign

techsoup EUROPE

Use Visuals in Your Promotion

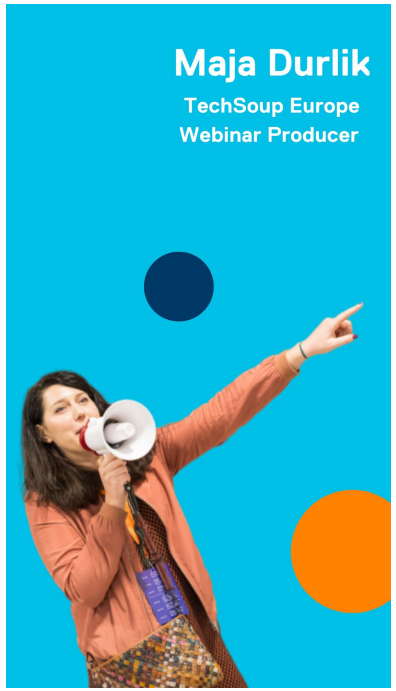
Canva for nonprofits / Adobe - more about tools in the Webinar "All you need is smartphone" on TechSoup Europe Youtube Channel

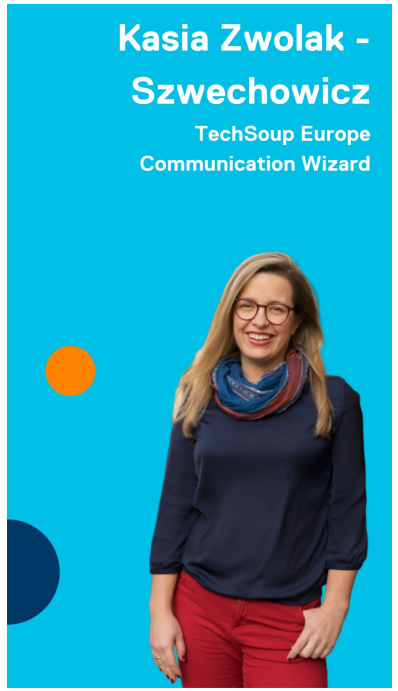
Social media - Facebook, Groups, Instagram

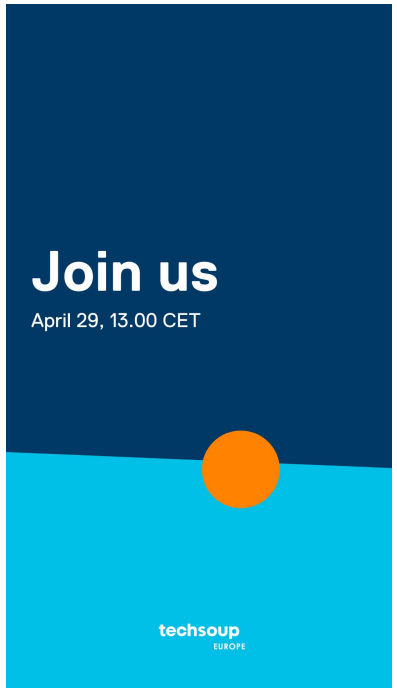
Posts - Image, Video

techsoup EUROPE

Social media - Stories







techsoup
EUROPE

Social media - Twitter

techsoupeurope
@TechSoupEurope

📢Join free #MEGAPHONE #webinar #socialmedia #ngo #activists
✅20.02 Making Videos that Spread bit.ly/31Ez5zc
✅5.03 Social Media Trends 2020 bit.ly/2ShmRcZ
✅19.03 Vertical storytelling bit.ly/2tJt5IW
✅2.04 Digital Marketing bit.ly/3bqBvpB

techsoupeurope @TechSoupEurope · 24 Feb
JOIN 5/03 📅 1.00 PM🕒#MEGAPHONE #webinar about
✅emerging platforms (Byte, TikTok, Telegram)
✅how #Activists and media can use them
✅trending formats
✅changes in algorithms
✅non-algorithmic platforms
✅#socialmedia management software

REGISTER➡️bit.ly/2ShmRcZ

techsoupeurope @TechSoupEurope · 19 Mar
📢Join us today at 🕒13.00 (CET) for the webinar ✅"Vertical Storytelling". The vertical format is how most of us consume social media. Learn how to do it!
➡️Register: bit.ly/2tJt5IW

#socialmedia #storytelling #MEGAPHONE

techsoup EUROPE

Clear Call to Action

register

join/participate

Partner with expert, your network, co-workers

Ask to spread the word in online communities
Put info to the email signature

Never stop promotion

Check the statistics, cooperate with producer

After - use recordings, additional materials
in social media, newsletter, www

Preparation phase

2-3 days before

Do a trial-run:

At similar time to the actual webinar

Check lighting and background

Check the internet connection and sound

Check screen sharing – run through the presentation

Check polls/quizzes

techsoup EUROPE

The Day of

techsoup
EUROPE

Day of

Before the webinar starts

Log in 30 minutes before the start

Do a sound and screen share check

Mute participants

techsoup EUROPE

Day of

During the webinar

Facilitator does the intro

Remember to record (+FB LIVE)

Keep time!

Monitor the chat box

Q&A

techsoup EUROPE

Follow-up

Debriefing

→ with the Presenter

→ with the Team

techsoup EUROPE

Upload the recording

Follow-up email (to both attendees and absentees):

link to the recording
link to the presentation (optional)
link to all promised additional materials
link to a short evaluation form
info about what's coming up next
all the social media handles

Check analytics

techsoup EUROPE

QUIZ TIME!

Key take-aways

Content is key!

Don’t worry about the tech part

Learn by trial & error

Enjoy it!

Check out

TechSoup Europe short guide to making webinars

Why this guide might be useful?

More and more education materials and content is moving online so we've gathered just a few basic tips and tricks for those who want to start producing webinars.

Producing webinars is not rocket science but there are a few rules that once followed make it a better quality experience for both the organizers and the participants.

techsoup EUROPE

Checklist
for the Facilitator

Before anything

- ☐ Initial email to the Presenter + a call to discuss the details
- ☐ choose software

4 weeks before

- ☐ Set up:
  - → Date & time of the webinar
  - → Goals
  - → Role division
  - → Format of the webinar

min. 3 weeks before

- ☐ Get the description of the webinar, bio and photo from the Presenter
- ☐ Prepare a PROMO plan
- ☐ Set up registration
- ☐ Set reminders

min. 2–3 weeks before

- ☐ Start promo (and never stop!)

2–3 days prior

- ☐ Do a trial-run. Check:
  - → sound
  - → light
  - → sharing options
  - → videos, animations

Day of

- ☐ Log in 30 min before
- ☐ Do the sound and screen sharing check
- ☐ Deliver intro
- ☐ Record the webinar (stream if possible)
- ☐ Do a Q&A session

After

- ☐ Organize debriefing with the Team
- ☐ Upload the recording
- ☐ Send out follow-up email (on the next day)
- ☐ Summarize webinar (gather stats)

techsoup EUROPE

Q&A

Thank you

For more support follow us

www.techsoupeurope.org
bit.ly/techsoupeuropenewsletter

techsoup EUROPE