




Guide: How To Webinar

A timeline with recommended steps towards an unstressed webinar preparation!

Disability Rights Defenders (DRD), a project of Independent Living Institute, developed this guide on how to plan, organize and hold webinars. Webinars are a great opportunity to bring people together from all over the world to network, collaborate and discuss. Based on our experiences in organizing and holding webinars we created this timeline including all necessary steps to plan and hold a webinar. Different icons mark concrete tips and examples, steps where we recommend to pay attention and tips for more accessibility. We suggest going through your webinar plan with different 'disability-glasses' in order to identify and remove potential barriers for accessibility. Please feel free to use and share this guide with your colleagues and friends.

Legend:

-  tip and concrete examples (e.g.)
-  pay attention
-  tip for more accessibility

Time 🕒	What to do?	✓ Checklist (Who is doing what?)
At least one month before the webinar	Topic → find a topic, what should the webinar be about? Collect first title ideas	<input type="checkbox"/>
	Goal and title → clarify the goal of the webinar. What is the aim of the webinar? Who is the target group? → decide on a suitable title	<input type="checkbox"/>
	Cooperation → do you need or want a cooperation partner? Who could be a partner?	<input type="checkbox"/>

	<p>→ contact the cooperation partner and agree on who is doing what to organize the webinar</p>	
	<p>Speakers → find suitable speakers, ask them if they would like to participate and what they can talk about → ask speakers to send a short description or title on what they want to talk about ☒ consider to map a diversity of speakers and take into account the diversity of the participants</p>	<input type="checkbox"/>
	<p>Date and time → find a date and a timeframe (together with your cooperation partner) and either together with the speakers or without (have it set up, when you approach them) ! be aware of the time differences between Europe and other parts of the world ☒ consider the attention span when planning the length of the webinar</p>	<input type="checkbox"/>
	<p>Registration → set up a Google Form where participants can register for the webinar e.g. name, organization, country, email address, need of additional support, subscription to newsletter, privacy policy</p>	<input type="checkbox"/>
	<p>Webinar Software → prepare the software for the webinar (e.g. 'Zoom') - create an 'event' in the software and save the access information. ☒ Zoom seems to be well-established in terms of accessibility (closed captions, automatic transcription, screen reader support, joining via telephone. Read more here: https://zoom.us/accessibility)</p>	<input type="checkbox"/>
	<p>Banner → create a banner/poster with the most important information: title, date and time, organizers with logos, maybe a suitable picture ☒ put only but all necessary information on the banner and publish the picture always with a title or text containing the same information</p>	<input type="checkbox"/>



	<p>Invitation text → write an invitation text which includes: title, description of the topic and goal of the webinar, introduction of the speakers, date, time and registration 💡 proofreading</p>	☐
	<p>Advertisement → spread the invitation text and banner</p> <ul style="list-style-type: none"> - through social media / create a Facebook event page ! make sure that it is a public event, don't create it only for a certain group! - invite your newsletter subscribers or others via email - ask your speakers and your cooperation partner to share the invitation <p>→ set up an advertisement campaign plan: when will you inform and remind whom on which channel? (! communicate with your cooperation partner!) 💡 regular posts on FB to introduce the speakers</p>	☐
Less than one month before the webinar	<p>Agenda → set up an agenda/program for the webinar: introduction and order of the speakers</p>	☐
	<p>Moderation → search and decide on a moderator and clarify his/her tasks → decide on if and when to have a discussion: after each speaker or in the end? 💡 questions after each speakers, discussion in the end → decide on when you want to let in participants from the waiting room to the webinar: from the beginning or only in the end to be able to participate in the discussion 🗣️ As screen readers might not work on a shared screen, the moderation should also verbally guide through the webinar by reading out loud the content shown on shared screens and announcing speakers.</p>	☐

	<p>Communication with speakers</p> <ul style="list-style-type: none"> → inform speakers about the agenda and order of the speakers → ask speakers to send their PPP slides before the webinar → ask or inform speakers about a possible webinar trial → ask speakers to show up 10 min before the webinar → send speakers the information to access the webinar <p>📌 remind the speakers to hold their speeches as accessible as possible by mentioning everything on the slides and describing pictures, speaking slowly and clearly, explaining technical terms, etc.</p>	<input type="checkbox"/>
	<p>PowerPoint Presentation</p> <ul style="list-style-type: none"> → create a background PowerPoint presentation (PPP) that guides through the program and includes: technicalities on how the webinar works, information about the recording, agenda/program, a slide for each speaker, information about the upcoming evaluation, how to keep in touch <p>💡 include extra PPP slides for each of the speakers</p> <p>📌 PPP slides are recommended to be used to guide through the webinar. The PPP can be sent to the participants before or after the webinar, make sure it is in an accessible format for screen readers.</p>	<input type="checkbox"/>
	<p>Clarify roles for during the webinar</p> <ul style="list-style-type: none"> → who will let in speakers and participants from the virtual waiting room to the meeting? → who is doing the technical background support during the webinar (unmute / mute, start recording)? → who will keep track of the questions asked in the chat box or by raising hands? → who is checking and answering emails with questions concerning the webinar? → who takes notes for a protocol of the webinar and copies the chat box at the end? → who is responsible for the PPP forwarding? <p>📌 it is possible to hire a live transcriber or sign language interpreter (can be added afterwards as well)</p>	<input type="checkbox"/>
	<p>Room and technical equipment</p> <ul style="list-style-type: none"> → book a room for the webinar at your office to not be disturbed during the webinar <p>💡 calculate a time puffer: at least 30 min before and 30 min after the webinar</p> <ul style="list-style-type: none"> → check your technical equipment: camera, microphone, laptop and make sure it works and you can handle it 	<input type="checkbox"/>

About one week before the webinar	<p>💡 Webinar trial → maybe you and other speakers feel more comfortable if you have a webinar trial in beforehand to understand how the software works → set up the trial with your cooperation partner and invite the speakers → this is also a good opportunity to clarify the agenda, the topics each and everyone will talk about, etc.</p>	<input type="checkbox"/>
	<p>Access information I → send the access information and agenda to the registered participants (according to your advertisement plan) 💡 You can use YAMM to send the emails</p>	<input type="checkbox"/>
	<p>Evaluation → prepare an evaluation form (with Google Form) to evaluate the webinar and get feedback and ideas e.g. with the following questions: How did you like the webinar on a scale from 1 to 10? What was good? What should be improved? Suggestion for further topics? <input type="checkbox"/> What can be improved concerning the accessibility? → prepare an email with the link to the evaluation</p>	<input type="checkbox"/>
One day before the webinar	<p>💡 Access information II / Reminder → Send a second reminder with the access information to all registered participants</p>	<input type="checkbox"/>
	On the day of the webinar	
On the actual day of the webinar	<p>Annex: → send the access information to the latest registered participants → close the Google Form for the registration</p>	<input type="checkbox"/>
30 min before the webinar	<p>Preparation → set up all technical equipment in the booked room → open the PPP which will be shared with the webinar participants</p>	<input type="checkbox"/>

<p>💡 10 min before the webinar</p>	<p>Briefing meeting → meet the speakers and organizers 10 min before the actual start of the webinar to prepare the webinar and clarify the following:</p> <ul style="list-style-type: none"> - technical questions: video, mute/unmute, chat box - order of speakers - Moderation: <ul style="list-style-type: none"> - who keeps track of the chat-box and raising hands - questions concerning the content of the speeches after each speech - general discussion after all speeches 	<input type="checkbox"/>
<p>During the webinar</p>	<p>Tasks during the webinar</p> <ul style="list-style-type: none"> - proceed with the PowerPoint presentation - note down statistics on the participants, how many participants do we have when? - keep track of questions in the chat-box - check mails to help people to access the webinar - keep track and check people in the virtual waiting room and let them join the meeting 	<input type="checkbox"/>
<p>Process of the webinar</p>	<p>Webinar process</p> <p>! Let in participants from the virtual waiting room, now or only for the discussion in the end</p> <p>! Start recording! (you can cut the video later...)</p> <p>! Share your screen with the PowerPoint presentation</p> <ol style="list-style-type: none"> 1. Official opening of the webinar & welcoming the participants 2. Technical introduction: <ul style="list-style-type: none"> - mute people because of background noises, unmute to speak - to ask questions: type name or question in chat-box or raise hands - inform participants about the fact that this webinar will be recording 3. Introduction <ul style="list-style-type: none"> - introduction of the organizer (and cooperation partner) - introduction to the topic - introduction of the agenda 4. Speeches and questions 	<input type="checkbox"/>

	<ul style="list-style-type: none"> - input from speakers - questions on speeches <p>5. Discussion</p> <ul style="list-style-type: none"> - keep track of questions in chat-box and raised hands <p>! → Copy the chat-box!</p> <p>6. before closing the webinar</p> <ul style="list-style-type: none"> - recording and report will be send out soon - evaluation: please answer the questions - 💡 how to stay in contact (Facebook group, newsletter etc.) 	
Right after the webinar on the same day	<p>Tasks directly after the webinar</p> <p>→ Safe the recording / video on your computer (after the webinar the Zoom program finishes the recording on its own, but the transformation and saving on the computer can take some minutes to proceed)</p> <p>→ Safe the protocol and the chat-box</p> <p>→ Send out the email with the link to the evaluation to the participants</p>	<input type="checkbox"/>
After the webinar		
Some days after the webinar	<p>Recording</p> <p>🔒 It is possible to hire a sign language interpreter afterwards. The videos with sign languages interpreters can be included in the final Youtube video.</p> <p>Steps:</p> <ol style="list-style-type: none"> 1) ! edit the Video in a video editing program on your computer: cut the ends, cast out parts and add additional slides at the beginning or the end - if necessary e.g. “Thank you for your attention” etc. <ul style="list-style-type: none"> 💡 The title picture (only one!) doesn’t need to be included yet. 2) upload the video on the official Youtube account of your organization- you don’t need to publish it right away, you can save it as “private” 3) add one title page and write the description of the video (! change “video language” to English) 	<input type="checkbox"/>

	<p>4)  generate automatic subtitles 5) correct subtitles and upload it 6) publish video 7) generate a short link to the video which you can be spread e.g. in the report and on FB</p>	
	<p>Report → write the report of the webinar (a little summary of the main topics) → publish the report e.g. on your website, Facebook page or in your newsletter  write the report as accessible as possible (e.g. visual sketchnotes, language, explain technical terms etc.)</p>	<input type="checkbox"/>
<p>About one week later</p>	<p>Send out material and thank you → send out the recording and the report via YAMM and thank the speakers and the participants (if necessary and wished: add the PPP as a PDF file to the report) 💡 if there are already some ideas/plans for the next webinar → give a little teaser in this mail about the upcoming event (“stay tuned”).</p>	<input type="checkbox"/>
<p>About two weeks after the webinar</p>	<p>Evaluation → analyze and interpret the evaluation → Don't forget to add your own impression and thoughts to this feedback. → keep track of the statistics: How many people registered/participated/dropped out? How many more than last time? 💡 Maybe you want to set some goals for the next webinar? → Share the results of the analysis with all involved persons (organizers, cooperation partners, moderation, maybe speakers, etc.)</p>	<input type="checkbox"/>
<p>At the end</p>	<p>Is there something else to be done? Otherwise this webinar is well done! ✓ ... but remember: the end of one webinar is the beginning of the next webinar 😊</p>	<input type="checkbox"/> done!

💡 General structures:

Which areas are to define here:

- Organization (date, topic, speakers)
- Communication towards public / outside (advertisement, invitation)
- Internal communication with speakers, moderation, cooperation partner etc.
- Technical supplies (webinar software, microphone)
- Report (text and video)
- Evaluation & reflexion

Different target groups / addressee:

- Participants
- Speakers & moderation
- Public
- Cooperation partner(s)
- Project staff & members of your organization

**DISABILITY
RIGHTS
DEFENDERS**
know your rights, use them

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We are open to further development and improvement of this guide. Please feel free to contact us for any feedback via mail: drdn@independentliving.org.

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