



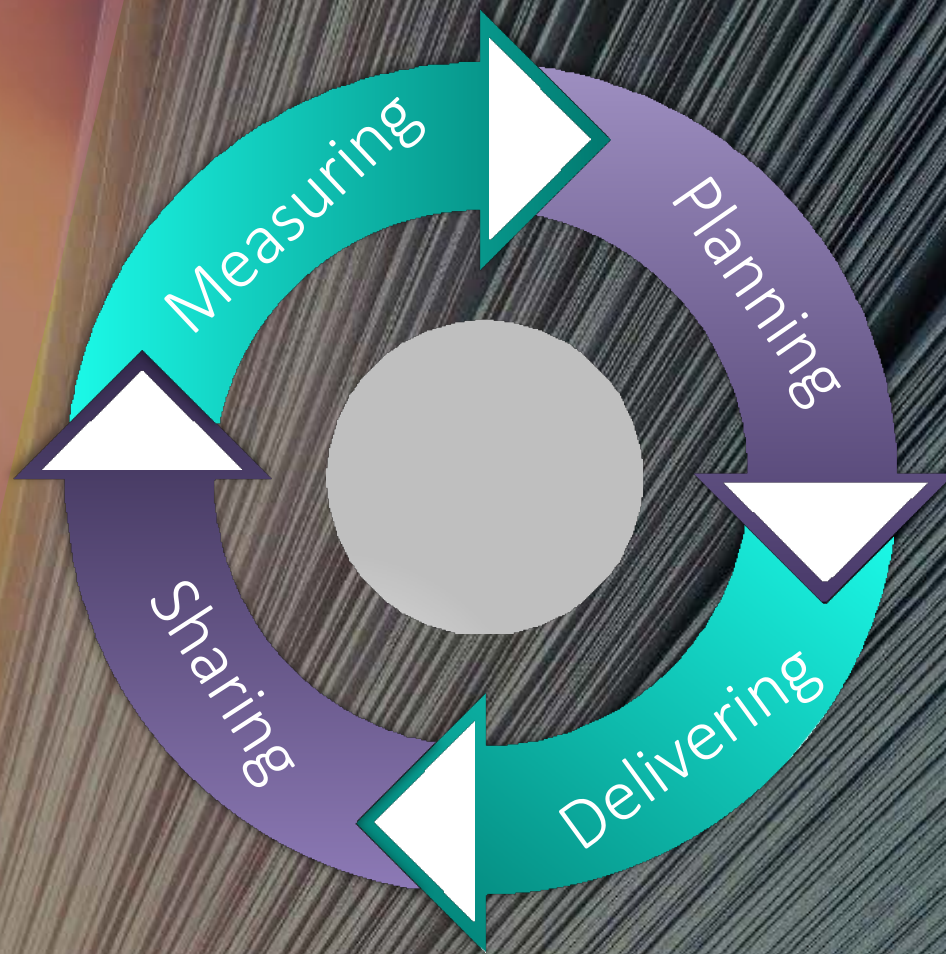
Conducting an Effective Webinar Session



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PLAN





PLANNING

A successful Webinar requires careful thinking and decision-making.

Choice of Topic

Is the topic of interest to your audience?

Is it informational or controversial?

Does your audience need special knowledge to participate?

Can you cover the topic in a short time (about 30 minutes)?

It is significant to attract attention of the audience?

Is it procedural?

Scheduling and Marketing



International
time-zone



Maximum
audience



Availability of
experts



Multiple channels



Use of social
media



Helpful reminders

Choice of Format

- Lecture presentation.
- Demonstration/ Virtual Tour.
- Panel discussion.
- Interview/ Dialogue.



Choice of Host



Time
management



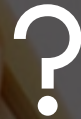
Summarizing
the presentation



Introducing the
speaker/s



Moderating
discussion



Ask question



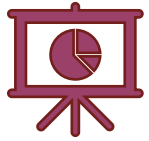
Technology
support



DELIVERY

A successful Webinar depends on good content and good delivery.

Keys to Effective Presentation



Prepare a good set of slide deck



Join the Webinar before 10 minutes



Check your tech-setup in advance



Share a timer or a slide “Coming soon” or “Starts at...”



Take short deliberate pause for Q&A



Talk slowly to make your point

Introduction



Inform that the video will be recorded and start the recording

Request to raise hand on the system when asking question

Mute the microphone all the time, when not speaking

Type question in the chat box during the presentation

During the Presentation

Attention

Focus

Interaction

Learning



Closing the Webinar

Facilitate Q&A

Respond to the questions from the chat box

Give everyone opportunity to interact

Paraphrase the presentation

Thank everyone



SHARING

Reach of a successful Webinar depends on sharing.

Steps for Sharing



Download the
webinar



Upload to a
sharing platform



Email a link to
the participants



Share the links
through social
media



MEASURING

Feedback helps in continuous improvement.



Feedback

Send a survey to the participants

Engagement

- Provide a digital badge for participation
- Create a badge programme for a series of Webinar
- Build a community through discussion forum





Impact Analysis

- Participant survey
- Download statistics
- Social media engagements



THANK YOU



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