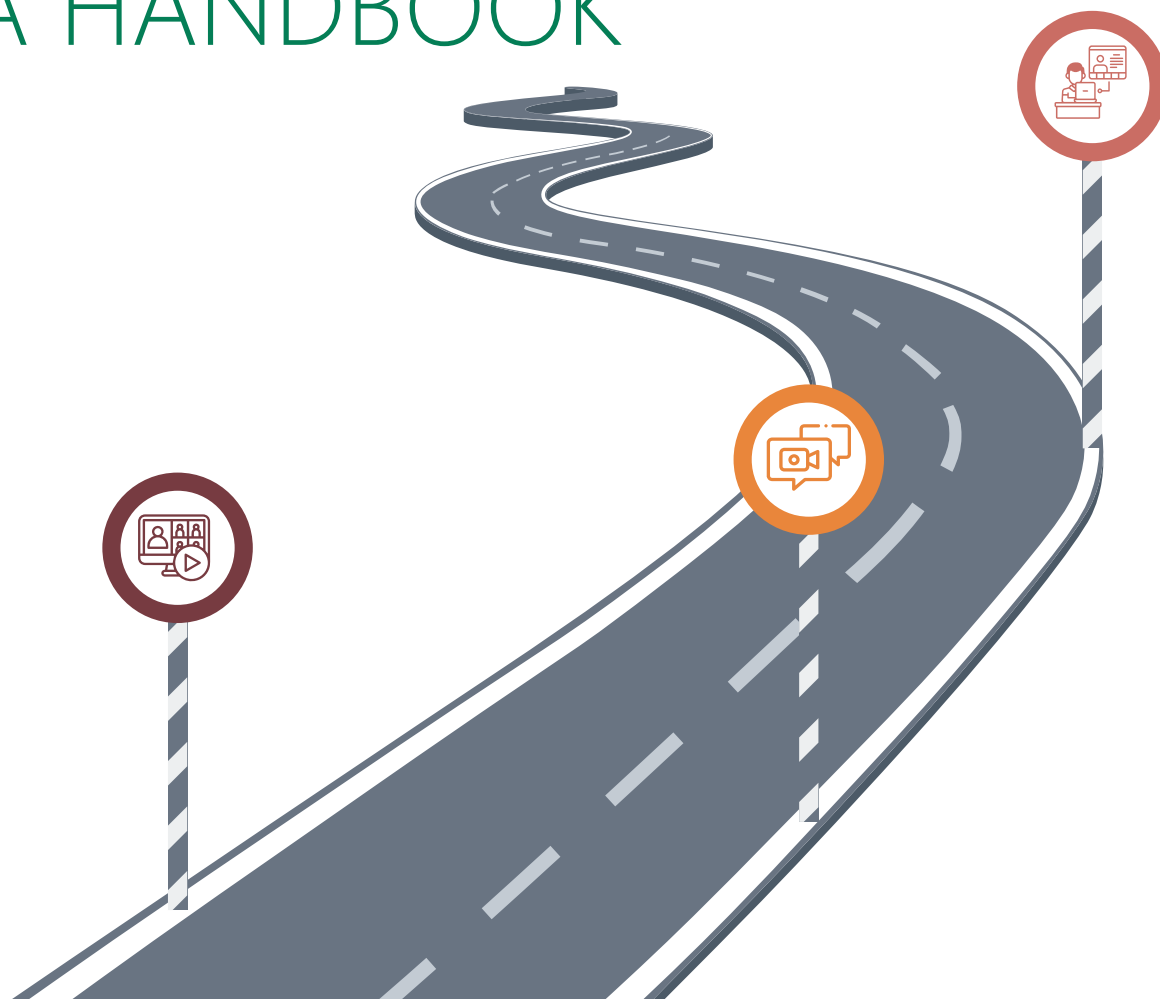


# Webinar Planning for Impact and Reach

## A HANDBOOK



# Webinar Planning for Impact and Reach

## A HANDBOOK

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# PREFACE



The 'new normal,' a result of the COVID-19 pandemic, has brought acute attention to the usage of technology for effective communication. Engagement events that were earlier organized in person and facilitated inter-personal interaction, network building and knowledge sharing are now being conducted through web-based platforms. These include conferences, seminars, workshops and training programs, all of which have been adapted to suit virtual spaces and technologies.

A webinar - an online seminar - is critical for knowledge dissemination both within and outside an organization or institute. It has all the elements of a seminar, which include a presenter or panel members, hosts and moderators, objectives and agendas, audience, presentations and other forms of audio-visual media. The key difference between a webinar and a seminar is that the former is held online in a virtual space, while the latter is held in a physical space. Moreover, unlike online videos, webinars facilitate live or real-time interaction. Webinars not only help to reduce travel and venue costs but also offer unprecedented global reach, allowing organizations, teams and individuals to extend their presence and develop connections along with new audiences. Therefore, as part of any project's communication strategy, it is important to know how to plan and carry out a successful webinar.<sup>1</sup>



**This handbook serves as a planning tool for hosting a perfect webinar. The entire process has been divided into three phases: pre-webinar, webinar and post-webinar. It will attempt to equip the user with strategies to:**

- ✧ Plan and execute an impactful webinar with a clear agenda, strategies for stakeholder engagement, and dissemination of information at all three stages
- ✧ Conduct a glitch-free event and minimize technological or human errors
- ✧ Effectively use social and new media for promotion, engagement and knowledge sharing at all three stages

**While we, at KHPT, have conducted several webinars across multiple themes, assessing the success or intended impact of these webinars is equally important and can be done by reflecting on the following questions:**

- ✧ How many people have attended the webinar?
- ✧ Have the webinars been able to reach the target audience?
- ✧ Have the participants engaged with the topic and speakers through questions and feedback?
- ✧ Has the webinar added to the current body of knowledge about this topic?

Evaluating the performance of each webinar with the help of such questions, is an integral part of the post-webinar process as it informs the planning of future events. This cyclical process and many others have been shared in this handbook, which culminates with an extensive and helpful checklist, along with links for further reading.



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# PRE-WEBINAR

The pre-webinar phase is where you plan to drive the webinar to its success. This phase involves teamwork and brainstorming for the purpose of:

Identifying objectives and audience

Dividing roles and responsibilities

Curating the webinar

Promoting the webinar

Managing event technology



# IDENTIFYING OBJECTIVES AND AUDIENCE

02

As the first step of the process, we must clearly define our objective(s) for the webinar and its audience.

**IDENTIFYING THE OBJECTIVE:** Identifying the objective or the desired outcome of the webinar is an important first step. ‘What’ and ‘why’ questions are usually helpful at this step. As an organization, we can choose to run two kinds of webinars:

**Event-based:** Event-based webinars are centred around special (national and international) days, weeks or months from a calendar of events. For instance, single webinars or a series of webinars can be held on International Women’s Day, National Nutrition Week, World TB Day, etc.

**Topic or theme-based:** Topic or theme-based webinars can either be standalone events or a series of webinars where each webinar is linked to the next. For example, a series of webinar on vulnerable populations and identifying their barriers to seeking healthcare.

Some of the questions that we can ask ourselves to identify our objective are:

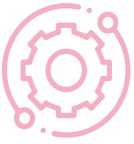
- ◆ Why is the webinar being organized?
- ◆ Are we using it for knowledge sharing or dissemination of existing information (of our project implementation experiences)?
- ◆ Are we organizing a topic specific dialogue or a deliberation webinar with various stakeholders? Are we using it for advocacy?
- ◆ If so, then for whom? What is our key advocacy message?
- ◆ What would we want the participant takeaways to be?

**IDENTIFYING THE AUDIENCE:** Identifying our audience is an equally important step. This will help us answer ‘who’ and ‘how’ questions, i.e., who is the webinar for and therefore, how must it be conducted? Are we hosting the webinar for the student community, or people from academia, or working professionals or some other group of people? Answering this question will help us identify logistic or technical (subject matter) challenges and inform our agenda planning. For instance, a global audience will require that the webinar is conducted at a time which is convenient for everyone. If the audience mainly comprises student groups, then the language and layout of the event would have to match their sensibilities (engaging and interesting) and abilities (simpler, non-technical language).



# DIVIDING ROLES AND RESPONSIBILITIES

As with most projects, it is imperative to define and divide roles to ensure that a webinar runs smoothly. A lack of clear task distribution within the team can cause confusion, mismanagement of precious time and overall degradation of quality. Task distribution can either be done at the initial stages of planning (if team members are well aware of their interests and capacities) or once tasks or deliverables are more clearly defined. A few examples for task distribution are given on the next page. However, roles and tasks can be added to or removed from this list according to your requirement. Clear and robust communication and collaboration between teams will also be required in order to host a successful webinar. In case of smaller teams or events, individual(s) can take over multiple roles or tasks.



## THEMATIC/ PROGRAM

- Drafting concept notes, invites, speaker notes, agendas, survey questionnaires, thank you emails
- Inviting and co-ordinating with speakers or other important guests and organizations
- Sharing speaker-related data with all other teams (Communications & Design, and Logistics)
- Liaising between Logistics team and speakers if needed
- Drafting and/ or sharing presentations, quotes or other knowledge and communication material with teams



## COMMUNICATIONS & DESIGN

- Handling all pre-event and post-event promotions for platforms including social media, and developing press kits for media organizations, including event notes, post-event press releases, supporting fact sheets, etc
- Co-ordinating with other teams to create any material which requires specific designing
- Ensuring all communication collaterals, promotion material, branding material is uniformly made
- Handling online documentation (live tweeting), streaming with the support of IT Teams
- Documenting event for press release, event reports or follow up emails



## LOGISTICS TEAM+IT

- Ensuring all technical requirements are covered and operational (hardware, software and web connectivity)
- Collecting all knowledge and communication material (presentations, banners or background image)
- Troubleshooting and dry runs/ rehearsals



## REGISTRATION/ AUDIENCE

- Achieving target attendance with support of Communications team
- Handling RSVPs or follow ups with special guests or organizations with support of Communications Team
- Managing audience questions and moderating event

# CURATING THE WEBINAR

Developing the foundation of a webinar comprises various components. These include:

**THE TOPIC:** One of KHPT's goals is to demonstrate our authority in our field, whether it be the development of an evidence-based model, innovations in program implementation or research. Therefore, it is important to showcase our expertise in our areas of work and also be well versed and updated with developments in that space. To achieve this, picking a topic or content is the first step! As webinars are a learning and knowledge sharing platform, we must offer topics that are interesting, informative, and relevant to the audience. For example, 'adolescent health' is a very broad topic. Instead, a topic that is more specific, such as, 'the impact of the COVID-19 pandemic on the mental health of adolescents' would better suit a webinar.

**THE TITLE:** Choose an attention-grabbing and impactful title. A webinar's title is its first interaction with the audience. The decision to sign up is often made solely on this basis of the title and in order to craft a magnetic title, you must know your audience and its sensibilities. However, care needs to be taken while drafting your title! Try to use simple, non-technical language with powerful words. It should be a simple, yet appealing title, which doesn't mislead the reader. A good step to start crafting a title is to convey the focus of the webinar in as few words as possible.

**THE DAY AND TIME:** As mentioned before, picking a suitable date and time means taking into consideration your audience demographics and capacities. A global audience will need a time window which is convenient to most, if not all attendees. Similarly, office hours, school hours and holidays must all be taken into consideration where applicable. If you are holding a series of webinars, try to strategically space them out to avoid "webinar fatigue".



**THE FORMAT:** Once you have identified your audience and the topic you want to explore, make sure to break it down into more specific sub-topics and pick a webinar format that is best suited to achieve your objectives. Here are some of the most popular formats you could consider:

- ✧ **SINGLE EXPERT PRESENTER:** One expert shares their insights or tips.
- ✧ **DUAL PRESENTERS:** Instead of just one presenter, you have two presenters. This helps engage and educate the audience and may allow you to share more information.
- ✧ **PANEL:** Just like a live panel, you could host a group of experts to discuss a specific topic.
- ✧ **Q&A WEBINAR:** A Question & Answer (Q&A) webinar is a great opportunity to maximize audience engagement. An expert (or a panel) simply answers the questions asked by your audience via chat or social media.
- ✧ **INTERVIEW WEBINAR:** Having a popular influencer as a guest speaker is a great way to boost attendance and build impact.
- ✧ **MIXED FORMAT:** You could also do a mix of different formats. For example, you could have a single expert presenter with a Q&A round. Some of the webinars may be a series comprised of two or more webinars on the same subject. This helps in keeping the audience's attention intact and keep them wanting to come back for more!
- ✧ **EVENT-BASED WEBINAR:** This type of webinar is centered around special (national and international) days, weeks or months from a calendar of events. For instance, single webinars or a series of webinars can be held on International Women's Day, National Nutrition Week, World TB Day etc.

This is not an exhaustive list of webinar formats and you are encouraged to go beyond this handbook if required. Further, you may choose to do an Instagram or Facebook Live or YouTube streaming session, none of which are webinars in the conventional sense, but will require similar preparations.

**THE SPEAKER:** We may have speakers who are subject experts or influencers, depending on the objective of the webinar. Our speakers should be credible and demonstrate authority on the subject. Make sure to maintain editorial control if the webinar is sponsored. Work together with the donor to define a topic that balances the project objectives with the needs of the audience.

The speaker must also match the title of the webinar in terms of their profile and expertise. If we go back to the topic of adolescent mental health and COVID-19 from the previous example, then we must have someone who has worked in the field on mental health during the pandemic, instead of just academicians. It is always suggested to have a mix of speakers; people with on-ground experience, and also those with an academic background as it helps to have both theoretical and practical approaches.



**THE MODERATOR:** The moderator is the first person the audience interacts with. Having one or more speakers can liven up the conversation, but that conversation can lose steam pretty quickly if it is not moderated. Simply put, a webinar host or moderator can direct the flow and energy of the event. They introduce the speakers, facilitate the Q&A round or any audience questions and conclude the event. Further, they can troubleshoot any problem that may arise during the webinar and often have to be quick on their feet when it comes to speaking and interacting. The quality of moderation can often decide if a webinar will be a success or not.

### TIPS FOR MODERATORS:

- ♦ Set the tone of the event, welcome everyone, introduce the speakers in a clear, warm and professional manner and keep the webinar going.
- ♦ Remember that it only takes a couple of clicks to leave a webinar. Therefore, to keep the audience around, you must avoid banter and get straight to the point as soon as possible.
- ♦ Do have a Plan B or a backup plan in place, if things go wrong, such as technical issues, lag in speakers' presentations, persons not muting their mics, etc.
- ♦ Have an alternate host, facilitator or moderator ready and armed with all details regarding the webinar. Due to any technical glitch, if the facilitator or moderator gets disconnected, the co-facilitator or co-moderator can take it forward without much disruption.





## UNDERSTANDING TB WITHIN COMMUNITY STRUCTURES

Integrating the most vulnerable

March 22, 2021 | 4.00pm-5.30pm

**Webinar Agenda:**  
**World TB Day**

Time	Activity	Speaker
4:00 pm	Welcome Address	<b>Mr Mohan H.L</b> CEO, KHPT
4:10 pm	Key Remarks	<b>Dr Raghuram Rao</b> Deputy Director, Central TB Division, Ministry of Health and Family Welfare
4:20 pm	<b>Panel Discussion</b>	<b>Dr Reuben Swamickan</b> Division Chief, Tuberculosis and Infectious Diseases, USAID  <b>Dr Dalbir Singh</b> President, Global Coalition Against TB  <b>Dr Rajeev Gowda</b> Parliamentarian, Indian National Congress  <b>Dr Lucica Ditiu</b> Executive Director, Stop TB Partnership  <b>Mr Chandan BK</b> TB Champion
5:10 pm	Audience Q&A	<b>Moderated by</b> <b>Dr Sukriti Chauhan</b> Advocacy and Programme Lead, Breaking the Barriers, KHPT
5:25 pm	Conclusion and Thanks	<b>Ms Mamatha M R</b> Project Director Breaking the Barriers, KHPT

**THE AGENDA:** Once the purpose of the webinar is clear, an agenda (or schedule) spanning at most two or three hours will need to be created. Group similar activities together into blocks of time with or without breaks. Agendas are usually a mix of introductions, presentations, audience interactions, and information sharing through audio/visual or other forms.

**SPEAKER BRIEFS/SCRIPTS:** Just like any other type of live event, whether it's a talk show or a podcast, a script can do wonders for a webinar. The script is essentially a road map in the form of notes. These notes will keep the presenter on course. So, do we have to pre-plan every word we are going to say? Not exactly. But, no matter how knowledgeable or passionate the speaker is about a specific topic, trying to present or conduct an interview for an hour can be extremely challenging if it isn't (at least slightly) scripted. However, don't be afraid to go off-script! Preparing a well-written script may be an essential step in webinar planning, but that doesn't mean we have to follow it to the letter.

Sometimes, we need to go off script and

elaborate to keep the audience engaged and entertained. Always remember that the goal isn't to go through everything as fast as possible, rather, it is to convey your message(s) as comprehensively as possible. Also, there is no such thing as too much rehearsing!



**THE PLATFORM:** Choose the right webinar platform, site or software for your event. Picking the right webinar platform can mitigate any worries you might have about technical problems and their resulting poor feedback. Here are some questions to ask when selecting a platform:

- ✧ Does it fit the budget?
- ✧ Does it include the features that you need, such as audience comments, breakrooms or the ability to offer surveys?
- ✧ How many attendees does it allow?
- ✧ Is there a time limit for events on the platform?
- ✧ Does it offer live-streaming of the webinar on social media platforms which include YouTube and Facebook?
- ✧ Can the webinar generate links to these social media platforms?
- ✧ Can the webinar be recorded?

Some of the webinar platform options include Zoom, Demio, EasyWebinar, WebinarNinja and Webinar Jam. However, for KHPT's purpose, it would be feasible to use Zoom for webinars. This is because it offers ease of access and registration, allows up to five hundred attendees, is both desktop and phone-compatible facilitates live streaming and recording, and allows interaction during the webinar through interactive tools that include a chat-box, polls, reaction emojis and the option to 'raise hands'.

EasyWebinar, on the other hand, allows for multiple hosts and moderators. It also provides clarity in pictures, easy live chat and allows multiple presenters. Nonetheless, all these tools serve the same purpose: hosting webinars with a seamless experience. You could also approach the IT or technical support team with your requirements and request a recommendation.

# PROMOTING THE WEBINAR

A webinar requires prior back-end work both substantively and for communication or promotion purposes. Promoting the webinar can happen via multiple platforms or modes, including social media, email invites, newsletter, informal communication tools like Whatsapp or Telegram, word of mouth, paid promotion in the form of pop-up advertisements, etc.

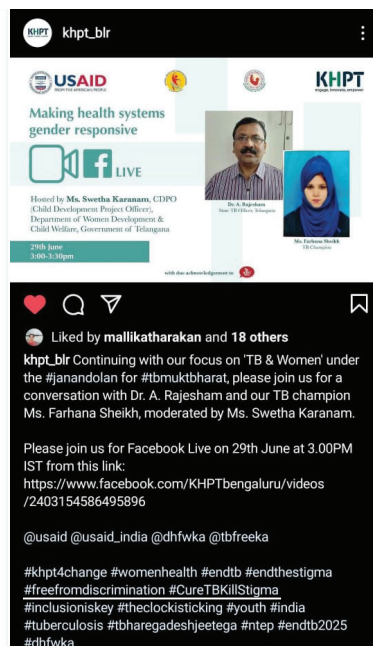
However, a strategy and timeline need to be in place for any promotion to take place effectively. Promotion and announcements should ideally start one to two weeks before the event, along with timely reminders running up to the webinar. Some promotion strategy ideas are described on the following page.

**ENGAGE THE MEDIA:** We may want to leverage the media for effective coverage of the webinar and to convey some pressing points. We must understand the expectations of the media and offer them content accordingly. We can draft a pre-event press note while asking them to cover the event. Some media houses require an invitation or notification three weeks before the event, while others may require less time and therefore, we need to plan our approach to them and send them a reminder or obtain a confirmation a day before the webinar. A post-event press release featuring the quotes and/or points of discussion should be sent out to the media within two hours of the event's conclusion. Make sure there is a point of contact for the media to follow up if they have any questions. If the event is supported by a donor, it is better to discuss the media engagement plan with them.

**CREATE A WEBINAR LANDING PAGE:** Don't forget to create a landing page for your webinar. A landing page is a separate page on the website exclusively to promote/ advertise an event or a product. Use this page to drive registrations and provide important information, such as the topic, speaker information, date and time of the event and what the attendees will learn.

**CREATE AN INVITE:** An invite is a fundamental part of any event. The invite must have minimal yet complete information about the webinar laid out in an appealing way that catches the attention of the invitees. This invite can then be attached to social media posts, as well as used in emails and informal invitations over text.

**CREATE A WEBINAR HASHTAG:** Hashtags are a useful tool to not only consolidate all online exposure, but also for promoting your event. While using a unique hashtag will ensure that all posts, tweets, shares on social media are collected under that term, using popular (but relevant) hashtags can help drive traffic to your posts on social media. A branded hashtag can also work well as an interaction tool during your webinar. For example, you can have a contest that requires viewers to tweet using a particular hashtag. The winner can then be chosen live by performing a quick hashtag search. A more straightforward strategy, however, is to simply encourage attendees to use your hashtag when asking questions or discussing the webinar. This hashtag can be prominently displayed on your event banners or background image. Not only will this strategy heighten the audience's sense of involvement, but it will also further extend our brand's social reach, thereby introducing more people to the brand.



Use a mix of innovative hashtags and hashtags already on social media to promote your post.

**PROMOTE YOUR WEBINAR ON SOCIAL MEDIA:** Promoting your webinar on social media is one of the best ways to boost attendance. Naturally, you need to promote your webinar through your existing social media channels like Facebook, Twitter, LinkedIn, Instagram or YouTube. In addition, you should also leverage the power of both unique and popular hashtags. Promoting a webinar would be different for different social media platforms. Let's consider Twitter. In order to ensure effective reach, we could tweet posts relevant to the webinar, voices from the ground, or images that are appealing, which can set the context of the webinar. The tweets must also be creative and crisp, with the right webinar hashtags.

We must tag all the relevant stakeholders, including funders, government officials the academia and others. We are also required to identify the handles of the speakers invited for the webinars and tag them in our tweets.

We can use Facebook to create a webinar event where users would receive regular reminders. Instagram can be used to post the webinar invite and convey the reasons one must attend through compelling stories.

Avoid formal language such as:

“KHPT is hosting a webinar titled 'Gender, stigma and health' on the 14th of August 2021. You are requested to join.”

Try:

“Join us for an exciting discussion on gender, stigma and #healthforall! It's not too late to join! Five more mins to start!”

**KHPT** @KHPT\_BLR · Mar 3  
Gender equality and women's health are essential to mitigate the impact of any pandemic and, to building a better future for everyone. Do join us for an insightful discussion on the 5th March at 4PM IST. Join from this link: [us02web.zoom.us/j/86370088429](https://us02web.zoom.us/j/86370088429) Passcode: 05321 @khpt4change



Avni Amin and 9 others

18 7 7

**KHPT** @KHPT\_BLR · Mar 4  
We're going live tomorrow at 4PM IST to celebrate International Women's Day & a gender approach to equitable health. Join us: [us02web.zoom.us/j/86370088429](https://us02web.zoom.us/j/86370088429) Passcode: 05321 #khpt4change @AvniNAmin @blessi\_k @pallaviprsd @nishantjeph @MohanHL1 @usaid\_india @TBHDJ @GCAT\_2015 @MoHFW\_INDIA



Provide all the webinar details in the post ahead of time, and tag the speakers, donors and relevant government stakeholders.

**PROMOTE THE WEBINAR VIA EMAIL:** If you already have an email address database, make sure to use it to promote your webinar. The email should be short and concise and include a link to register. The registration process itself should be simple and quick. You could use Google Forms for this or enlist the help of the technical support team to create a registration form on the organization site. Also, make sure to send out email reminders to people who have already registered for your webinar with webinar links and options to add the event to their calendars. We can further email participants one day before the webinar or perhaps one hour before it starts.

**PROMOTE YOUR WEBINAR VIA A POP-UP:** Despite our dislike for pop-up ads and notifications, it turns out that they really do work. To turn things around for your invitation popups, be clear about what you are offering (and make sure the audience desires it). Do not display the pop-up right when a viewer enters the site. Instead, have it pop up when your visitor has been on your page for at least 15 seconds. Your pop-up should be unique and allow the brand's personality to shine through. A keen eye for design is important here.

### **WRITE A BLOG POST ABOUT YOUR WEBINAR:**

Write a blog post to help promote the webinar in advance. Even if you don't have a huge blog following, you can share this on social media platforms and in emails.



# DESIGNING COM

## SAVE THE DATE



**USAID**  
FROM THE AMERICAN PEOPLE

**KHPT**  
engage, innovate, empower

save the date

**INBETWEEN HOME AND DESTINATION**

Expert conversations on  
**Migrants, Health and TB**

8 September 2020 | 4-5:30 pm

Details of the Webinar will be shared shortly

**is alert**  
INDIA

**World Vision**  
INDIA  
Register for children. Not change. For life.

**care**

**TINKER LABS**

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**EXPERT CONVERSATIONS ON ADOLESCENTS AND THE PANDEMIC:**

*Results, Response and Resilience*

29th January, 2021  
10.30am - 12.30pm



**USAID**  
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Present

**Understanding TB within Community Structures: Integrating the Most Vulnerable**

22 March 2021 4pm IST

**REGISTER NOW:** <https://jo.my/wtd>

[www.khpt.org](http://www.khpt.org)

A 'Save the Date' should be put out on social media 10 days before the webinar, ideally. This will contain the title, date and time, as speaker details and a meeting link may have yet to be finalized.



# COMMUNICATIONS

16

## INVITATIONS

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### EXPERT CONVERSATIONS ON ADOLESCENTS AND THE PANDEMIC:

#### *Result, Response and Resilience*

*Dr. Venkatesan Chandra-Mouli, Scientist,  
Department of Reproductive Health and Research,  
WHO*

*Dr. Priya Nanda, Senior Program Officer,  
Bill and Melinda Gates Foundation*

*Dr. Renu Singh, Country Director,  
Young Lives India*

*Ms. Manasa Priya Vasudevan, Adolescent and  
Youth Development Specialist, UNICEF India*

*Ms. Shrutika Jadav, Manager,  
Durga Adolescent Collaborative*

*Dr. Meera M, Associate Professor,  
Institute of Development Studies,  
University of Mysore*

*Mr. Satyanarayana Ramanaik, Program Lead,  
Adolescent Thematic Area, KHPT*

*Moderators: Mallika Tharakan & Maithreyi Ravikumar*



29th January, 2021  
10.30am - 12.30pm



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**KHPT**  
engage, innovate, empower

webinar  
**INVITE**



### UNDERSTANDING TB WITHIN COMMUNITY STRUCTURES

Integrating the most vulnerable

March 22, 2021 | 4.00pm-5.30pm

**Mr Mohan H L**  
CEO, KHPT

**Dr Raghuram Rao**  
Deputy Director, Central TB Division,  
Ministry of Health and Family Welfare

**Dr Reuben Swamickan**  
Division Chief, Tuberculosis and  
Infectious Diseases, USAID

**Dr Rajeev Gowda**  
Parliamentarian, Indian National Congress

**Dr Dalbir Singh**  
President, Global Coalition Against TB

**Dr Luciea Ditiu**  
Executive Director, Stop TB Partnership

**Mr Chandan BK**  
TB Champion

## WORLD HEART DAY

A live talk with **Dr. Sadanand KS, MD, DM**

Medical Superintendent and Professor of  
Cardiology, Jayadeva Hospital, Mysuru



• LIVE

www.khpt.org

29th September 3-3.30pm

The invitation for the webinar should go out on social media about a week before the webinar, with the date, time and link, as well as the speakers' names and designations.

Reminder posts should go out two days before the event, one day before the event and with one-two posts counting down to the webinar on the date of the event.

Email reminders should be sent to all contacts in this period.

# MANAGING EVENT TECHNOLOGY

Having a glitch-free webinar is important to retain your audience and maintain credibility. However, sometimes technology fails despite our best efforts. Having said that, there are quite a few things that can be done before the webinar to prevent any technology-related errors.

**MAKE SURE YOUR INTERNET CONNECTION IS STABLE:** Ever get kicked out of a webinar? No, right? Now imagine getting kicked out of your own webinar! This can happen if the internet connectivity is unstable. To avoid the embarrassment of this webinar gaffe, test the internet connection first. Switching to a wired connection with at least 3 Mbps upload speed is an excellent idea. This is true for both the host and the presenters or speakers.

**ELIMINATE ANY POTENTIAL SOURCES OF NOISE:** Noise is any distracting, unwanted sound which can creep into the webinar from damaged microphones, your surroundings or your system. To prevent this, make sure to mute every other device that isn't necessary for the webinar. Search the room for anything that produces or could produce noise. Also, try to ensure that the area or room in which you are hosting the webinar is inaccessible to pets and children. It is also a good idea to close any unnecessary applications running in the system background. Using the noise cancellation option available in most platforms is also a good step. Requesting attendees to mute their microphones and muting anyone who accidentally unmutes themselves will further allow for a noiseless webinar experience.

**TEST YOUR GEAR:** It is extremely important to not overlook the basics. Make sure we are equipped to deliver a high-quality webinar that people will remember. The best way to do so is to set up a test webinar which includes every single

feature and gear you wish to use. Start with your audio and video recording equipment, the internet connectivity and attempt a short dry run. You don't need to have an elaborate plan. Just record a test clip and ask for someone's opinion regarding your sound, video quality or any other element that your audience will notice.

On the day of the webinar, be ready 10 to 15 minutes early to make sure that you are prepared and that all of your gear is working. Never use new equipment on the day of the webinar. Use equipment you're familiar with, so if there is a problem, you can troubleshoot.

**CAMERA FOCUS:** For any virtual event, camera focus is of utmost importance. We must ensure an uninterrupted camera focus on the moderator or the presenter instead of the camera facing towards the conference room where multiple participants are seated. Make sure that your frame is set properly and that the moderator and presenters are clearly visible.

**KEEP MOBILE IN MIND:** Not everyone who views the webinar will do so from a desktop computer. Although only seven percent of webinar viewers prefer mobile over desktop, there's still a chance that a bunch of attendees will be tuning in to the webinar on their phones. If necessary, increase the size of your text and visuals to ensure that mobile browser or app users have a smooth experience. Choosing a webinar platform that supports mobile, like Zoom or ClickMeeting is also a good step.

**HAVE A BACKGROUND IMAGE:** We do not want to have a shabby background during the webinar, do we? There aren't many things as unappealing as an unpresentable background. Since hosts and guests may participate remotely, their background may range from the view of their home to any other informal settings. A video background gives an impression of a professional and serious webinar. We may choose to use a virtual background comprised of the KHPT logo and logos of the funders which would, in turn, increase brand visibility during and after the webinar.



# WEBINAR

Preparing for the webinar

Real-time event promotion  
and documentation

Tips for presenters



# PREPARING FOR THE WEBINAR

**MEET WITH AND DO A TEST RUN WITH SPEAKERS:** For an extra smooth webinar, consider hosting a quick meeting 10 to 15 minutes before the webinar to test your gear and introduce yourself and the speakers to each other.

**START ON TIME:** Starting on time is paramount for a variety of reasons; everyone is busy, it is unprofessional to keep people waiting and delaying an event results in a loss of participants. If the webinar is scheduled to start at 1 p.m., then we must make sure that everyone and everything is ready to go live 15 to 30 minutes prior to the event. There is nothing more frustrating than being kept waiting on a hold screen. In case there is a delay, inform the participants about the reason, i.e., that we are waiting for a few minutes for speakers to join. Keep a few videos ready to stream to keep the participants engaged while waiting for the webinar to start.

**WEBINAR ETIQUETTE BEFORE YOU START:** Share or pin a background image on the host screen instead of showing videos of people (host/moderator/panelist) busy with setting their cameras or getting ready to join. Microphones should be muted and soft music can be played as the host screen displays the background image. This image could be a simple message like, “The webinar will begin shortly. Please remain online” or additionally display the agenda for the day along with information about the speakers, your organization, topic etc.

**BE PREPARED FOR THINGS TO GO WRONG:** No matter how prepared we are, we must always remember that some things are out of our hands. We could face a power cut, the Wi-Fi could stop working or your laptop could crash. In most cases, the problems won't be too serious and instead will be more like hiccups without much cause for panic. However, we must be armed with backup plans. Some of which may include having someone on standby for technical glitches, planning a few filler exercises related to the topic of your webinar, having a co-host online on another device and having a cache of questions ready for the Q&A session in case the audience doesn't have many or isn't as engaged as expected.

# REAL-TIME EVENT PROMOTION AND DOCUMENTATION

**LIVE TWEETING:** As mentioned before, just like in a seminar, real time promotion strategies can be used in webinars too. Important, crisp quotes from speakers can be tweeted or posted live on other social media channels every few minutes. The speakers and relevant organizations, government officers, funders or individuals can be tagged in these tweets for extra visibility. A pre-made list of handles can be useful here. Also, don't forget to use photos or small video clips and your unique and popular hashtags!

**DOCUMENTING:** One of the key components of knowledge dissemination is reporting. We may want to assign one or two individuals to document the webinar and edit it into a short report for circulation to relevant stakeholders. Additionally, the webinar or its live stream can be recorded and archived to be used or uploaded later.



# TIPS FOR WEBINAR PRESENTERS

**USE VISUAL SLIDES:** What's the point of using slides in a webinar if they're only going to contain bulleted lists or lengthy paragraphs? Some presenters might even read out loud what the viewers can see for themselves. These are avoidable errors. When creating a presentation with slides, think more visuals and fewer words. Create and use data visualization rather than lists for sharing statistics. There are plenty of free and affordable design tools available online to help with creating interesting slides. Further, instead of just relying on slides and videos of the speaker, you could use different forms of media, such as videos or animations to illustrate the speakers' points.

**PLAN FOR INTERACTION:** We may think that hosting a webinar that uses video, text and audio content is a surefire way to maintain engagement. However, after listening to someone talk for twenty minutes or longer, one can get bored or distracted. To make sure that our audience pays attention up to the very end of the webinar, we need to encourage them to participate. Poll questions, providing challenges and just being conversational during webinars are useful tips to mitigate boredom. Fortunately, most webinar platforms provide a handful of interactive tools, the most common of which is a chat area where attendees can communicate freely. Use this to keep them engaged!

# REAL-TIME DO

The image displays three sequential screenshots of a Twitter thread from the account KHPT (@KHPT\_BLR). The thread is titled "#EndTheStigma" and discusses a workshop on "Gender Responsiveness and Stigma Redressal Workshop on Tuberculosis" organized in collaboration with USAID and the TB Division (CTD). The first screenshot shows the top of the thread with a promotional poster for the event. The second screenshot shows the first tweet in the thread, which mentions the workshop and the role of the TB Division. The third screenshot shows the second tweet in the thread, which discusses the challenges of TB diagnosis and treatment, particularly for women. The thread includes several tweets with images and text, and the right sidebar shows trending topics and suggested accounts.

Twitter thread from KHPT (@KHPT\_BLR) discussing a workshop on Gender Responsiveness and Stigma Redressal for Tuberculosis. The thread includes a promotional poster for the event and several tweets discussing the challenges of TB diagnosis and treatment, particularly for women.

**Tweet 1:** KHPT @KHPT\_BLR · Jun 4  
We are looking forward to your company in the 'Gender Responsiveness & Stigma Redressal Workshop on Tuberculosis' today at 11 am, organized in collaboration with @USAID and the @TBDivision (CTD). Register here: [bit.ly/3vHsG99](https://bit.ly/3vHsG99) @USAID @TBDivision @HLMohan @sukritc

**Tweet 2:** KHPT @KHPT\_BLR · Jun 4  
The Jan Andolan campaign harnesses our strong commitment and ties it to the strengths of our stakeholders who have the ability to effect change from the grassroots. The messaging around this campaign must be positive & non-discriminatory. Dr @mishantjeeph, Jt. Director @TBdivision

**Tweet 3:** KHPT @KHPT\_BLR · Jun 4  
We are working to address the social aspects & barriers that prevent people from seeking care & completing treatment. The effort has been backed by the highest level of political commitment-Dr @mishantjeeph, Jt. Dir. (Public Health) @TBdivision. #womenhealth #genderjndia @edgts2017

**Tweet 4:** KHPT @KHPT\_BLR · Jun 4  
Welcome to KHPT's Gender Responsiveness and Stigma Redressal Workshop on Tuberculosis, organized in collaboration with @USAID and the @TBDivision (CTD). We will begin shortly. Register here: [bit.ly/3vHsG99](https://bit.ly/3vHsG99)

**Tweet 5:** KHPT @KHPT\_BLR · Jun 4  
Women are under notified even now. This is something we need to overcome. 25 percentage women diagnosed with TB have been isolated in their social groups- Dr Dalbir Singh, President, @GOCAT\_2015 @TBdivision @usaid #InclusionKey #endtb

**Tweet 6:** KHPT @KHPT\_BLR · Jun 4  
Post diagnosis, there are missed opportunities for counselling and care. If the person doesn't receive this counselling, there is a threat of incomplete treatment and a risk of drug-resistance. Dr Oommen George, Team Lead, NTSU, @BPREKA @MCHFW\_INDIA #InclusionKey #womenhealth

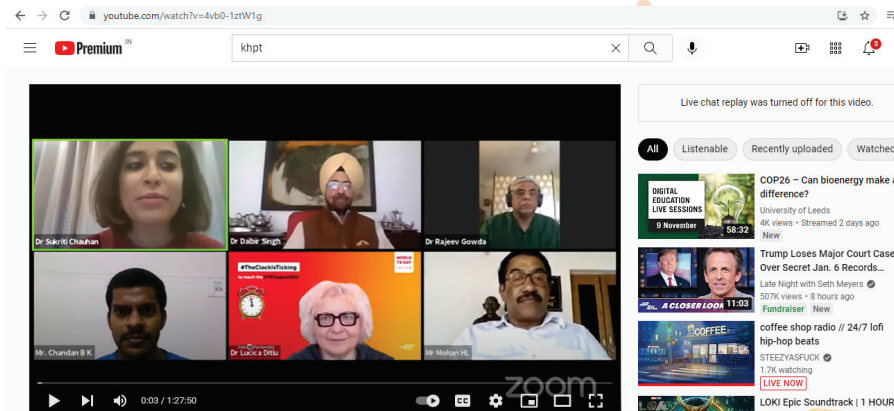
**Tweet 7:** KHPT @KHPT\_BLR · Jun 4  
Fear of TB may delay health-seeking, but even if the person has sought healthcare & is told they might have TB, they can go into denial. This leads to doctor shopping, delayed diagnosis & treatment initiation- Dr Oommen George, Team Lead, NTSU, @BPREKA @MCHFW\_INDIA @TBdivision

It is essential to identify the persons to be tagged, hashtags to be used ahead of time. Important quotes from the speakers may be put out as live tweets, either paraphrased or verbatim.

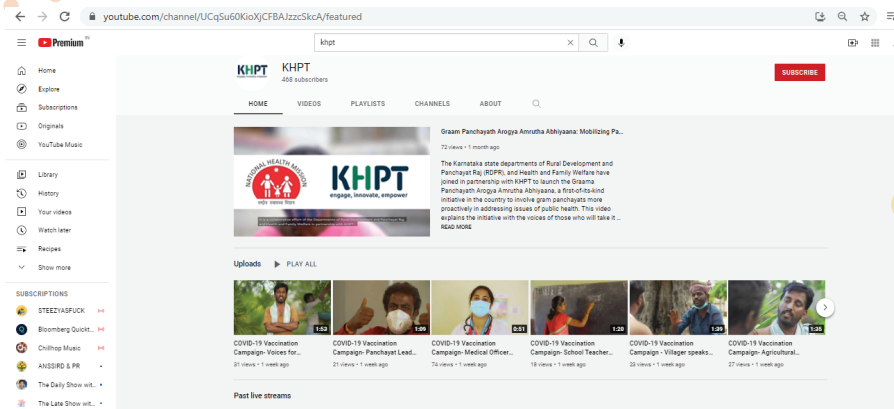


# DOCUMENTATION

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**Livestream the event on YouTube to increase accessibility for subscribers of the KHPT YouTube channel. The livestream will be archived on the YouTube page.**





# POST WEBINAR

Stakeholder engagement

Planning future events



# STAKEHOLDER ENGAGEMENT

A webinar is not over with the conclusion of the event. The course of action after the webinar has been concluded decides its impact. All stakeholders (including our audience, funders, speakers, press, other organizations etc.) need to be kept in the loop regarding next steps or calls to action.

## **This can be done by:**

- ◆ Sending follow up emails to all participants and sharing event reports and recordings speaker presentations, and reading material
- ◆ Requesting their opinions on a topic via a short survey. Links to feedback surveys and future events can be shared towards the end of the webinar as well. This feedback will help us improve future events.
- ◆ Requesting comments during the webinar or holding polls on social media post-webinar for the audience to choose a topic for future webinars. This will make it easier for you to come up with engaging topics while giving your attendees a voice. Allowing participants to influence the direction of your webinar strategy will also build brand loyalty.
- ◆ Promoting the webinar and especially the content that we publish based on it via follow up emails and social media channels. We must remember that people like to consume content in many different formats, so repurposing content isn't merely about reshaping old content but about creating strong, standalone pieces of content that the audience will find useful.
- ◆ Sending an email of thanks to speakers and important guests for their time! This is both polite and useful for maintaining connections.



# PLANNING FUTURE EVENTS

Feedback surveys and other webinar-related data help us gauge the impact of a webinar as well as plan better future events. It will be useful to re-group and have a de-brief session with the entire team to share important takeaways, any roadblocks that were faced while hosting and suggestions for improvement. Some questions which could help identify learning points are:

- ✧ How many people registered for the event and how many attended it?
- ✧ What were the main sources for registration?
- ✧ On average, how much time did they spend watching the webinar?
- ✧ What kind of questions or polls garnered most interaction?
- ✧ Were there any concerns voiced by the attendees or speakers? If so, how do we mitigate those?
- ✧ Which hashtags worked for promotion and which didn't?
- ✧ Which social media site had the most traffic during promotion?
- ✧ Which social media site had the most traffic during live streaming/ tweeting?
- ✧ Which media houses or sites promoted the event (both before and after)?
- ✧ Were there any technical glitches? If so, how do we prevent them in the future?
- ✧ Are there any personal realizations or suggestions that I would want to share?





# QUICK WEBINAR CHECK LIST

Pre-Webinar	Webinar	Post- Webinar
Topic	Social media live posts	Surveys
Speakers	Documenting	Thank you emails
Moderator	Livestreaming	Webinar report or brief
Date and time	Interactive polls	Press release
Webinar platform		
Internet connectivity		
Device compatibility		
Press invite		
Webinar invite		
Social media landing page/blog posts		
Presentation slides and other media		



# REFERENCES

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The Ultimate  
Guide to  
Webinars:  
41 Tips for  
Successful



18 Tips on How  
to Conduct  
an Engaging  
Webinar |  
Speaking







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