

## Practice Abstract #18

### Basic steps for organising a webinar

A webinar is a powerful, low-cost tool that can help achieve a project's goals. In order to organise a high-quality webinar, it is recommended to follow these basic steps/rules:

1. Set a date and time. When working with a relatively small group of people, it's useful to find out their availability in advance (e.g. via a Doodle poll) to ensure the maximum number of participants. It is recommended to do this at least 4 weeks before the webinar.
2. The next step is to prepare for the event. The content/materials should be created at least 2 weeks before the webinar. This includes:
  - preparation of the participant consent form;
  - preparation of a detailed agenda for the webinar, including a indication of roles and responsibilities. This is important if the webinar will be led by several people.
  - create a 'script' for the webinar to guide the moderator and presenters with all relevant timings, tasks and responsibilities, key messages etc.;
  - creation of a meeting link. It is recommended to use the most popular tools, either Zoom or MS Teams. Consider using specific webinar settings to access additional functionality of these tools.
  - creation of a visually attractive PPT template for presenters to use.
3. Promote the event using all possible communication channels. If specific participants are well known to you then invite them personally. Use a combination of a 'Save-the-Date' sent well in advance followed up by the full agenda closer to the webinar. Participants should be informed if the webinar will be recorded or any other form of personal data will be collected.
4. One day before the webinar, send a reminder about the event.

Have a great and productive webinar!

