Webinars

Webinar is short for a Web-based seminar, a presentation, lecture, workshop or a meeting conducted over the web. The "audience" views the slides through their web browser and hears the speaker’s commentary over their telephone or via the computer’s speakers. Some webinars offer a video feed of the speaker. Webinars are collaborative and can include polling, question and answer and group sessions.

Educational Objectives: To facilitate online collaborative sessions and as a supplement to class time. Without the time and expense of travel, an expert can address a class from any location and respond to audience questions in real time. Webinars can provide a compelling learning experience that could add to the reading of expert’s writings. Learning becomes increasingly authentic as it expands beyond the walls of the classroom. Webinars allow academic and field experts to virtually present to students and colleagues.

Tools: Laptop, Webcam, Microphone or Head-Set (optional), Stable Internet Connection
Software: Adobe Connect (Collaborate), Polycom, Skype, GoToMeeting, WebEx, etc.

Setup Time Required: We recommend scheduling 2 – 3 sessions with CITL staff
  Session 1: See a demo and brainstorm ideas with the CITL team
  Session 2: Test your presentation with the CITL staff, coordinate with other speakers
  Session 3: Refine your presentation based on test session

Getting Started

- Contact CITL to learn more about best practices on how to plan your webinar session
- Create slides and break up your session into different segments
- Develop notes, time pointers and prepare for a quick practice run
- Test your ability to navigate through the platform
- Invite participants during your test session who can provide feedback
- Refine and Practice your presentation based on the feedback
- Share webinar information and instructions with students
- Survey students for feedback after the webinar

Tips for Engaging the Audience

- Begin the presentation with a clear outline of what participants will gain from attending.
- Address housekeeping items early
- Share your enthusiasm for the subject. Prepare stories, analogies and case studies
- Use slides as visual aids.
- Consider a different format (talk show, panel discussion, point-counterpoint, etc.)
- Leverage social media: set up a Twitter hash tag for the event
- Keep presentation delivery under 40 minutes to retain audience and allow for Q&A
- Invite more than one speaker
Possible Scenarios

**Going out of Town:** Invited to present across country or abroad, you do not have to miss multiple class sessions. Consider teaching several sessions online.

**Online Session with Guest Speakers:** If your speaker is not available to come to class, consider conducting an online session with your students in convenient for all time.

**Online Office Hours & Midterm Reviews:** Teaching large sections and having students who cannot make regular office hours and reviews? Try offering Online Office Hours. Instead of an in-class mid-term review, consider offering a review online.

**Student Groups:** Student teams often have difficulties finding a location or time to meet, consider encouraging student groups to meet online to discuss projects.

Best Practices

- Prepare PowerPoint Slides. Include images
- Prepare an outline for your lecture with times for each segment
- Include Questions or Polls during the lecture. Polls are an excellent way to keep the participants' engaged. They allow the presenter to interact with the audience. The feedback enables the speaker to tailor the presentation to the audience needs.
- Stop to review questions submitted via Chat
- Use the Whiteboard to illustrate points. The Whiteboard tools allow the presenter to annotate, highlight and solve problems in real time on the slide presentation.
- Send an announcement to students with brief information or outline about the lecture/meeting objectives.
- Encourage students to submit questions ahead of time
- If available, request the TA or other staff to be present during the live event.
- Consider recording the event