



Trainers' Week
18-22 April 2016

The webinar will begin soon



WELCOME!

How to run a webinar

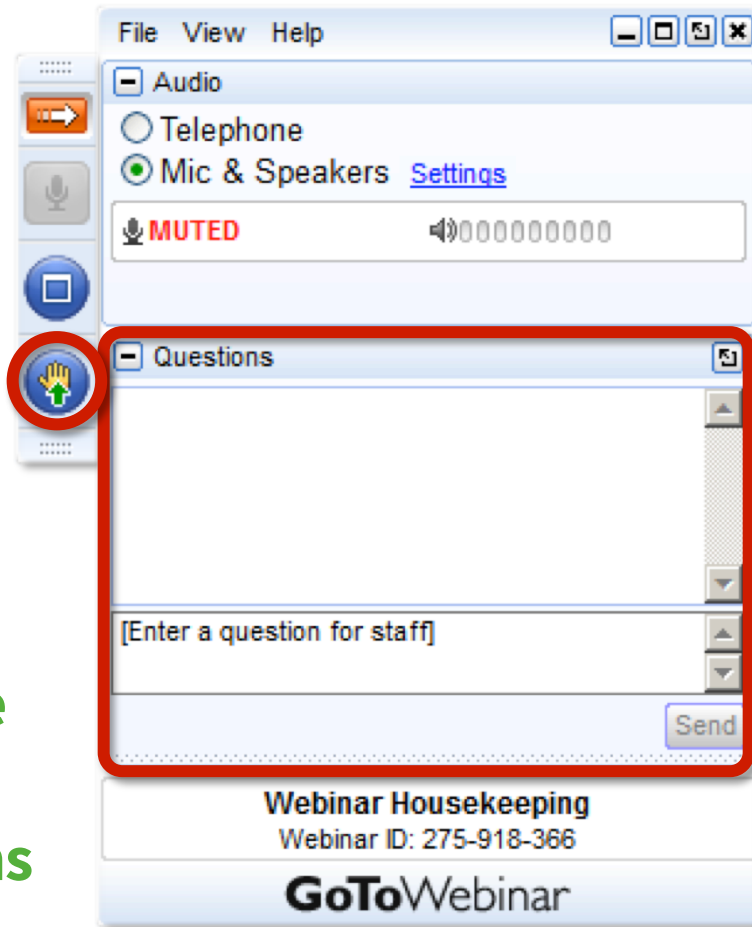
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We will be learning about...

- A brief gambol through some good practice
- The tech
- The planning
- The format
- The delivery



Submit your questions and comments using the Questions panel

Please raise your hand to be unmuted for verbal questions or comments

What brings us here....?



...your experience of webinars





Get to know the technology



The Technology

- GoToWebinar: stable & good admin
- Be familiar: if you're not, people will notice
- Do a test run
- Solid wifi connection
- Webinars are LIVE events...
...delays and glitches are ok



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Do the planning



The Planning

- Have a **purpose**: *what do you want to achieve?*
- Set **learning objectives**: *what will people learn?*
- Be **enticing**: *choose a topic and appealing headline*
- Be **inclusive**: *consider time zones when scheduling*
- **Spread the word**: *how will you promote?*



**What ‘type’ of webinar
are you running?**



The Format

- Live presentation with Q&A
- Virtual workshops
- Ask me anything
- Flipped classroom
- Webinar series



Regardless...

- Keep presentations to 30 – 40 minutes total
- It's a LIVE event – so enter into the spirit of that
- Have a facilitator for handling questions and tech
- Have fun!





Engage!

The Engagement

- Why? Up to 80% of attendees may be multi-tasking!
- Vocal delivery: how to **speak**?
- Be **interactive**: poll, ask questions, address people by name
- Keep slides **simple**: lots of reading is distracting
- If you fumble...keep going...don't worry...
...if you're **engaging**, your audience won't mind

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Before you begin...





Get ready

- Set up a quiet, distraction free space
- Have water to hand: but don't eat lunch!
- Close all unnecessary applications
- Have any materials to hand, organised in one folder
- Meet partners 30mins beforehand



Openers...



Openers

- Introduce yourself – you, not your affiliation
 - Start with a bang – the introduction is important
 - What's the 'Big Promise' - the single big benefit of the webinar
 - Don't waste the first minute talking about housekeeping
 - But do check everyone can hear you!
 - Break down what you want to cover
- 



Don't forget to...

During and after...

- Record for the 50% who don't show up
...and don't forget to HIT RECORD
...and share it if appropriate
- Thanks and sign up for more
- Share a 'parting gift': repurpose webinar slides, key learning points, records of discussions.
- Encourage feedback - evaluate and learn



WE'RE HERE TO HELP



Tools and support from LSD

- Providing platform:
 - Blackboard
 - GoToWebinar
- Resources and advice on planning and delivery
- Signposting technical support

Any questions or comments?





Thanks for taking part

- **We value your input:**
 - we'll be sending email with a link to evaluation form
- **Ongoing support:**
 - Tweet us @cochranetrain, #cochranetrainersweek
 - or send an e-mail to training@cochrane.org
- **Coming events:**
 - training.cochrane.org/trainers-week