Trainers’ Week
18-22 April 2016

The webinar will begin soon.
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
Do the planning
The Planning

- **Have a purpose:** what do you want to achieve?
- **Set learning objectives:** what will people learn?
- **Be enticing:** chose 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
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