

Webinar Development Procedure

Scheduling a webinar is a negotiated process that includes participants from several committees with these general responsibilities. A consultative model is used to assure that all key stakeholders are included.

Roles and Responsibilities

Requestor - Committee chair or director

- Proposes webinar topic and description, using the Webinar Request Form ([HERE](#))
- Proposes webinar and practice session dates. Note: All presenters and support staff must participate in the practice session so we can work out technical glitches, practice transitions between presenters/slides and discuss how to handle Q&A.
- Identifies and engages speakers.
- Creates presentation materials using the template provided.
- Submits B2B article.
- Consults with the Program Committee to do a preliminary review of the presentation. Notifies the Communications Committee when the review is complete and the presentation is ready for editing.
- Creates a Q&A document after the webinar if needed.

Program committee

- Works with the Leadership Team to identify and schedule possible webinars for the year.
- When a webinar request is received:
 - Works with the office manager to confirm that the proposed date does not conflict with other events/holidays and that adequate staffing is available for the session.
 - Sends *Key Elements of a Great Presentation* ([LINK](#)) to the webinar requestor.
 - Conducts a preliminary review of the presentation with the requestor to assure quality.

Elements to consider are:

- Provides appropriate, useful content?
- Uses the approved presentation template? Uses graphics in the public domain?
- Has an outline? Organizes ideas in a clear, easily understood way?
- Has a clear purpose? Provides key take-aways for the audience?
- Offers actionable next steps?
- Addresses any questions submitted through registration?

Office Manager

- Consults with the requestor and communication team to finalize presentation and practice session dates and times to assure that adequate staffing is available to support sessions. Discusses the meeting format with the requestor.
- Sets up a webinar folder on the AAUW California drive with the presentation template, schedule document, and materials. Sends link to the requestor. Maintains webinar tracking document. Sends link to the requestor to share details of webinar setup.
- Creates help desk tickets to assign work to communication team members.
- Builds Zoom events including adding speakers as panelists.

Webinar Development Procedure

- Monitors registrations and communicates status with requestor and Communications Committee.
- Distributes questions submitted during the registration process to the requestor so that the requestor can include answers in presentation if appropriate.
- Produces post-event report.

Communications team - Webteam

- Provides staff to manage technical hosting, Q&A, Chat.
- Before the event:
 - Creates graphics if needed, and posts webinar announcement.
 - Adds event to the online calendar and webinar table.
 - Posts the presentation prior to the event.
 - Adds post to the home page.
- After the event:
 - Downloads and processes webinar recording and posts to YouTube.
 - Removes the date reference, posts the Q&A document and adds the recording to the webinar post.

Communications team - Editors

- Finalizes webinar title and description, subject to requestor’s approval, for use in publicity and Zoom scheduling.
- Prepares description for webinar listing on website.
- Prepares description for social media post.
- Prepares email message to invite audience, if appropriate, and creates a help desk ticket to send.
- Reviews and finalizes presentation materials and promotional materials in consultation with the requestor and submits final version to webteam for posting.

Communications team - Social media

- Creates graphics for use in social media messaging.
- Schedules social media posts to all social media accounts.

High Level Timeline

6 weeks	Submit webinar request form
1 month prior to event	B2B article
3 weeks prior to event	Presentation reviewed with Program Committee
2 weeks prior to event	Presentation due to editing team
1 week prior to event	Hold practice session
1 day prior to event	Post presentation materials to website

Date	Event
2-3 days after the event	Webinar report distributed Recording posted to website and website updated.

Resources:

1. Key Elements of a Great Presentation [LINK](#)
2. Zoom Website: [LINK](#)
3. Webinar Tracking Sheet [LINK](#)
4. Webinar Folder [LINK](#)
5. Website Webinars [LINK](#)
6. Website Calendar [LINK](#)