

# NEWEA WEBINAR INSTRUCTIONS



## Creating a Webinar

1. Choose a topic
  2. Find a speaker
  3. Create a title and description about the webinar. Make sure to include what you want attendees to learn. Include a photo of the speaker and quick bio.
  4. Pick a date and time that work for your committee and speaker. Work with the NEWEA's program director to confirm that dates don't conflict with other events.
  5. Send all information to NEWEA's program director to create the registration flyer and marketing materials.
  6. Once materials have been approved by the committee, NEWEA's program director will market them to the membership and track registrations.
- NEWEA has technology available to run webinars for committees. Committee members and speakers may be remote.
  - The moderator and speaker must have a computer and access to internet. A USB microphone and webcam are optional.
  - NEWEA strongly suggests a nominal fee (\$10pp) be charged for all webinars as to help offset the cost of the webinar technology, marketing development and to ensure participation on the day of the webinar by attendees.

## Preparing for a Webinar

1. Choose a moderator – someone who will welcome attendees, introduce the speaker and monitor questions.
2. Select a trial run date and time with the speaker and NEWEA's program director. Presentation slides should be available to test.

## Hosting a Webinar

1. On the day of the event, the moderator, speaker and NEWEA staff should log into the webinar 15 minutes early.
2. NEWEA staff will make the speaker a "presenter" so that the speaker's slides can be seen.
3. Moderator will welcome attendees as people join and make sure all participants are on mute.
4. Once the webinar begins, moderator will again welcome attendees, let them know how questions will be answered and introduce the speaker. After which the speaker will begin their presentation.
5. At the end, the moderator will read any questions out loud and let the speaker answer each one.
6. Lastly, the moderator will thank the participants and speaker and end the webinar.

## Conclusion

1. The committee should send the speaker a follow up thank you.
2. Send NEWEA's program director the presentation as a PDF to be posted as webinar proceedings.
3. NEWEA's program director will be sending a revenue/expense report to the committee chair.