



HOW TO DEVELOP A WEBINAR

Webinars are a great way to deliver valuable information to a large audience efficiently. Individuals and large groups can attend on short notice from the comfort of their home or office. Every Committee should strive this year to co-sponsor an IADC Webinar. Here are some guidelines to get you started:

- **What is a Webinar?** A Webinar is a web-based seminar. By using an online service, you can control a PowerPoint presentation from your computer that will be displayed on the attendees' computers in real time. The audio presentation is run through our conferencing system, just like a regular conference call. As the Vice Chair of Webinar, you should make sure that all presenters are informed of these basic principles of how webinars work and that they are willing to prepare a PowerPoint presentation.
- **How do I Get Started?** After developing an idea and identifying presenters, the first step in creating a webinar is to submit a Webinar proposal online. When you login to the proposal site, you will need to provide: a brief description and proposed title for the program, names and contact information for presenters/moderator, committee sponsor names, and a proposed date for the webinar. We like to have IADC Webinars on Wednesdays at 1:00 p.m. EST. The date and time can be adjusted due to presenter availability, IADC calendar conflicts, etc.
- **Will My Webinar Be Eligible for CLE Credit?** The IADC will not apply for CLE accreditation for webinars however individual attorneys are welcome to apply on their own if their jurisdiction(s) allow it. The CLE Committee will review the proposals for webinars and may recommend and/or encourage that a webinar be repeated for presentation as an internal CLE program at a Midyear or Annual Meeting, especially if the webinar is well-attended and received.
- **What are the Responsibilities of the Program Moderator?** You may choose to be the program moderator, or assign the job to another Committee member. The responsibilities of the program moderator are as follows:
 - Ensure that presenters have a cohesive game plan for the webinar.
 - Attend a conference call with presenters to review the webinar technology and PowerPoint with IADC staff.
 - Introduce the presenters.
 - Keep track of the time and alert the presenter(s) when there are key minute intervals left in the presentation.
 - Monitor the online Q&A log and determine when a question should be posed to the presenters (see the Helpful Hints below).
 - Post-program responsibilities include thanking the speakers and letting attendees know who they can contact with follow up questions.

HELPFUL HINTS:

- **Length:** A Webinar should be approximately 60 minutes. This allows busy attendees to participate over the duration of a lunch hour without having to block more time off in their calendars.
- **Presenters:** There should be 1-4 presenters (including a moderator, if desired). Utilizing more than four presenters will not allow each presenter enough time to offer valuable insight into the topic.
- **Co-Sponsorship:** While we would like every Committee to present a webinar this year, we would like to encourage committees to work together and co-sponsor webinars. Collaboration is the best way to achieve a depth of analysis to topics featuring issues that touch a diversity of practice areas. It is also the best way to ensure a robust attendance for your Webinar.
- **Q&A:** In order to allow the maximum amount of time for the presentation, we suggest that you utilize the Q&A system in the webinar software. Attendees can type questions which can then be monitored by the moderator or IADC staff. With this system, it is easy to see the most commonly asked questions or how best to utilize any Q&A time at the end of the session.

TIMELINE FOR WEBINARS:

- **June 15th and November 15th:** Submit your webinar proposal form online to the Abstract Scorecard of CadmiumCD at: <https://www.abstractscorecard.com/cfp/submit/login.asp?EventKey=TEIELLNU> Proposals submitted by June 15 will be considered for presentation September through January. Proposals submitted by November 15 will be considered for presentation March through August. Webinars are not presented in February or July due to the IADC Midyear and Annual Meetings. The IADC CLE Committee will review all proposals and determine which ones will be selected for presentation. Notice to all proposers on which webinars were selected for presentation will be given by July and December.
- **3-6 weeks out from program:** Presenters will be sent a link to a production website which will request that they enter biographical information so that IADC staff can create marketing announcing the program to the membership. **The Moderator will be requested to verify the final program description and to conduct a conference call with all presenters to discuss presentation plan, handouts, PowerPoints, etc.**
- **2 weeks out from program:** The Moderator will be requested to upload the presentation PowerPoint and handout materials to the webinar production website.
- **1 week out from program:** Hold final conference call with presenters and IADC staff to familiarize presenters with the webinar technology, finalize presentation, and resolve any remaining issues.
- **Day of Program:** Log in to the webinar at least 30 minutes prior to the start to avoid last minute technical glitches.