

Steps to organizing a webinar

1. Before the webinar:

- a. **Set a date** - be aware of the different time zones of your target audience. If you are aiming to organize a global webinar, a good moment could be 12pm GMT, to include as many organizations possible, from Latin America to Asia.
- b. **Decide which software to use** - Zoom, Jitsi, Google Meets, etc. This choice should be made considering the number of people in the call. Some platforms also provide services for simultaneous interpretation.
- c. **Choose the speakers** - If invited speakers have presentations (for instance PowerPoints), these should be sent to the organizers of the webinar, at latest the day before the webinar takes place. This is particularly helpful if multiple speakers are presenting, because it will be possible for the different presentations to be merged in the same document, making the slides presentations during the webinar more fluid and avoiding any technical problems that may arise if all the speakers need to share their own screen.
- d. **Preparation call** - if necessary, organize a preparation call with the speakers and facilitators to make sure everyone has the same understanding of the call and content to be presented. This can also be the opportunity to make any technical tests, if needed.
- e. **Writing (and translating) the invitation** - the invitation should briefly present the main goal of the webinar, the confirmed speakers and technical instructions to join in the webinar. You might send the invitation in multiple languages, specifying in which language(s) the webinar will take place.
- f. **Designing the invitation** - use photos to illustrate it, format the text to highlight important information (underline/make bigger/in another colour), add the link to join the webinar, add the link to check one's time zone, etc. If you foresee the participation of a large number of people, you can also decide to send a link for an online registration such as Google Form, so that you can know in advance how many people plan on joining in.
- g. **Sending the invitation** - this should be done at the latest 2 weeks before the webinar, so that eventual participants can organize themselves to be able to join. It is recommended that the person sending the invitation also sends a few reminders:
 - i. a first reminder one week before the webinar;
 - ii. a last reminder two hours before the webinar.
- h. **Sending technical instructions** - the person sending the invitation should send a list of instructions in order to help the participants connect. This message is the opportunity to send any necessary information to connect to the webinar (such as their ID and password to access the platform, if needed) and also to inform them of the name of the person providing technical support during the webinar.

- i. **Record** the webinar – if the webinar is recorded, remember to set this up beforehand and to mention it at the beginning of the webinar, so that the participants are aware.
- j. **Prepare a poll** – in Zoom, it is possible to create a poll that could be used when discussing a particular thematic: it would be possible, for instance, to ask your participants how much they know about the topic of the webinar at the beginning, and then at the end. This could be used when preparing an article/summary of the webinar. Click [here](#) for more information on Zoom polls.

2. During the webinar:

- a. **Facilitate** the webinar – the person facilitating the webinar should connect a few minutes before the actual start, so as to welcome those who will connect earlier; the facilitator should present the theme and the webinar’s agenda, as well as the speakers. The facilitator should time-keep and provide an appropriated time for interventions, depending on the number of people in the call. At the end of the call, it is important to take a moment to recognize everyone that collaborated to the organisation of the webinar.
- b. **Taking notes** during the webinar – before the webinar, a few decisions have to be taken regarding the notes: who will be responsible for the note-taking?; how detailed do they have to be?; in which language?; what will these notes be used for later?; etc. If the webinar is long, you might consider having two people to relay each other in the notetaking. The use of an online document (such as a Google Document) allows for multiple people to work on the same document simultaneously.
- c. **Technical support during the webinar** – in the technical instructions sent with the invitation for the webinar, there should be information (for instance, the email address or WhatsApp contact) of the person in charge of providing technical support in case participants need assistance connecting to the call.
- d. **Making a participants’ list** - some platforms have an automatic participants’ list available for download at the end of the call, others don’t – please check it beforehand. In the case there is not an automatic participants’ list, you can take screenshots of the list of participants every 10/15 minutes, and then provide a complete list compiling all names. This is extremely important for donor reporting.

3. After the webinar:

- a. **Thank the speakers** via e-mail.
- b. **Prepare a summary of the webinar** – after the call, prepare a brief document to be sent with the main points discussed, decisions taken during the call and the people/body responsible for implementing the corresponding actions. This summary may include presentations, references, links to documents or studies

that have been presented, etc. If applicable, it is possible that an article is written for your organizations' website with the main findings of the webinar.

- i. **Prepare an evaluation form** – in some cases, it might be useful to have a concise evaluation asked from participants after the webinar, so that we continuously learn about how to improve these online meetings going forward (e.g. through a Google form sent with a thank you note).
- c. **Publish the webinar recording** – in some cases, it might be worthy to publish the webinar on your website and promote it over social media.
- d. **Implement the next steps** that were decided with the participants, if any.