

Webinar Guidelines – Best Practices March 23, 2018

The following guidelines is a working version for a webinar:

Confirmation of Webinar details (Go To Meetings):

- At this time the Stroke ISIG has been conducting webinars for the last two years.
- Suggested to use the process established by the Stroke ISIG
- CEU/CME are not available
- Go-To-Meetings can be used for the webinars. Each Community Group a Go-To-Meetings line.
- 95 guests can attend a webinar

- Group conducting webinar will need the follow infrastructure established:
 - Volunteer to coordinate the following details
 - **Set up the meeting time on Go To Meetings**
 - ACRM Staff assist in setting up the meeting but cannot host.
 - **Establish Speaker: Agenda, Speaker, Speaker Picture and Credentials, Affiliation, Topic, Length, Date and Time, Slides:** determine if the slides will be posted on the ACRM web page and sent to meeting guests, confirm if there will be handouts
 - **Determined amount of time for Q&A and when Q&A will occur**
 - **Provide To ACRM Staff:**
 - Above details to Cindy Robinson
 - Web Page Update
 - Link to Webinar
 - Slides-Advise if distributed prior to webinar and posted to web page.
 - Handouts if applicable
 - ENews Announcement
 - Social Media Advertising

Agenda: (Proposed- please update as most appropriate for you)

- 1:00 Housekeeping-request to mute
- 1:05 Webinar Begins
- 1:45 Webinar Ends Q&A in session, display slide with your email address
- 1:58 Speaker Advises Webinar concludes, participants can email speaker with questions
- 2:00 System disconnects

Speaker Information:

- **Presentation Slides:**
 - Initial Slide with Title, Name of Presenter, Credentials and Affiliation
 - Next Slide with Disclosures
 - Secondary Slide stating 3 Learning Objectives
 - Final slide with a Thank you for attending and your email address for questions post Webinar

- Please send the PPT by xxx (and handouts if provided)
- **Marketing: Please send to ACRM 3 weeks prior to the event:**
 - In one email send to Cindy Robinson crobinson@acrm.org
 - Picture of Speaker
 - Title, Name of Presenter, Credentials and Affiliation
 - Webinar will begin on xxx
 - Link to be provided for the webinar
 - Communication to be sent to the Name of Group & ENews
 - Social Media announcement Social Media person for Group or ACRM
 - Please send the learning objectives to include in the Marketing
 - Slides for the webinar to be posted on ACRM Web Page
 - Handouts to be posted to the ACRM Web Page
- **Recommend a test run on the Webex**
 - ACRM Staff can assist with test run if needed
 - Confirm host has a copy of slides to be presented, as a backup plan should the speaker have technical difficulties.

When Beginning you webinar:

- Speaker dials in 15 minutes early
- Pass screen privileges to the speaker
- Speaker accepts privileges to display screen and slides
- Host to Click on Record button
- Webinar to begin at xx: xx Host to advise:
 - Housekeeping announcement: all callers to mute, Q&A at the end
- Recording will be posted online shortly after the webinar

Recording:

- Webinar concludes, recording downloads to host of meeting's computer
- Volunteer converts the file to a MP4 format (Go to Meeting will do this automatically)
- Volunteer to upload MP4 to box folder for their community group
 - ACRM Staff tcompos@acrm.org will send box link prior to webinar
 - Box Folder to upload the recording to:
<https://acrm.box.com/s/nx6vfwow3ncq11wcj9cxq44lrrwsz3z5>
 - Please confirm to Terri Compos upload has been completed.
- ACRM Staff will upload the video to ACRM official Vimeo within 48 hours
 - Keo Pich will coordinate, pending notification from Terri Compos of uploaded recording
- Webinar link posted in enews and via social media