

# Checklist for Good Webinars

Use this checklist to help you succeed..

1. **Getting ready**
2. **Present as a team**
3. **System & setting elements**
4. **On the day - just before starting**
5. **During the presentation**
6. **Post webinar**



*Prepare and engage – keys to webinar success.*

Looking for tips on Zoom? See Zoom @ UC ANR

## 1. Getting ready

Element	What to consider
<input type="checkbox"/> <b>Audience</b>	Have you identified the audience: their needs and interests?
<input type="checkbox"/> <b>Purpose and structure</b>	Are the learning objectives clear? What will people know or be able to do at the end? Does your presentation have clear transitions from one topic to the next?
<input type="checkbox"/> <b>Visuals</b>	Do you have good visuals? Remember: limit the number of text-dense slides.
<input type="checkbox"/> <b>Engagement</b>	Do you have questions (and clear question slides), polls, chat engagement..? Have you planned for engagement every 5-10 minutes.
<input type="checkbox"/> <b>Marketing &amp; webinar access</b>	Are attendees registered? Send at least 3 reminders before the event (include the link and information about Zoom or the app you are using).
<input type="checkbox"/> <b>Branding</b>	Are the opening & closing slides branded correctly?
<input type="checkbox"/> <b>Practice</b>	Do you feel comfortable with the presentation?
<input type="checkbox"/> <b>Evaluation</b>	Do you have evaluation built in or planned?

## 2. Present as a team

Element	What to consider
<input type="checkbox"/> <b>Presentation team</b>	Will you co-present & co-host?
<input type="checkbox"/> <b>Presentation team</b>	Have you assigned Co-hosts to help (as needed) with: <ul style="list-style-type: none"> <li>• Chat Box management</li> <li>• Q&amp;A (for zoom webinars).</li> <li>• Poll Management</li> <li>• Muting &amp; Waiting Room management (if used)</li> <li>• Breakout Rooms (only available in Zoom meetings - not Zoom webinars)</li> <li>• Observing for any issues with audio, PPT loading..etc.</li> <li>• Spotter – to see what the audience sees and inform the presenter if there are issues</li> </ul>
<input type="checkbox"/> <b>Speaker consent</b>	Back-up - another person with the presentation in case the presenter has issues If posting, do you have consent of invited speakers?
<input type="checkbox"/> <b>Test, test, test</b>	Test all aspects of your presentation (i.e. video, polls, audio, breakout rooms) prior to the live event.

### 3. System & Setting elements

Element	What to consider
<input type="checkbox"/> <b>Get the right background</b>	Is your background and lighting professional? IS the area free of noise distractions?
<input type="checkbox"/> <b>Have good Audio</b>	Do you have a quality microphone?
<input type="checkbox"/> <b>Computer</b>	Does your computer have all updates. Have you switched off potentially distracting programs & apps (outlook, messenger, skype, etc.)
<input type="checkbox"/> <b>Security</b>	Do you need and understand options to manage disruptive participation (e.g., waiting rooms, passwords, participant removal, etc.)

### 4. On the day of - just before starting

Element	What to consider
<input type="checkbox"/> <b>Pre-check and practice</b>	When will you log in (e.g., 30 minutes early) to practice and test the systems and polls etc. with the Presentation Team.
<input type="checkbox"/> <b>Avoid distractions in the setting</b>	Are you avoiding noise and sound distractions
<input type="checkbox"/> <b>Tag team</b>	Now's the time to use your team (See "Presentation team" in # 2 above)

### 5. During the presentation

Element	What to consider
<input type="checkbox"/> <b>In the beginning</b>	<b>Remember to hit record!</b> (if you want it recorded) Can people see you - your eyes and your smile? Do you have a way to engage people from the beginning (e.g., quote, Picture ...)?
<input type="checkbox"/> <b>Instructions</b>	Have you provided instructions how you want chat and Q&A (if available) handled? If the webinar will be recorded, let them know.
<input type="checkbox"/> <b>Mix it up!</b>	<b>What they see.</b> You don't have to be seated or on camera all the time. <b>What they hear.</b> Vary your voice and use (short) pauses - as appropriate.
<input type="checkbox"/> <b>Engage often</b>	Are you set with polls, Q&A, chat review etc. etc. Who will comment on chat (and Q&A if available) - use people's names when recognizing input or questions.
<input type="checkbox"/> <b>Collect questions</b>	Are you using Q&A or Chat or live (is often best to avoid participants asking questions)?
<input type="checkbox"/> <b>Respect time</b>	How will you keep track of your time?
<input type="checkbox"/> <b>Have a Plan B</b>	Who has a copy of the presentation in case of technical issues?

### 6. Post-webinar

Element	What to consider
<input type="checkbox"/> <b>Chat record</b>	Remember to check the chat record to see if there are areas to address post event.
<input type="checkbox"/> <b>Post presentation</b>	Will you need to engage with your participants after the event? If so, how will you contact them? Are people registered if needed?
<input type="checkbox"/> <b>Loading to Youtube?</b>	If you plan to post your webinar on YouTube, note that <b>No Continued Education Units</b> can be awarded based on watching the recorded webinar; <b>Zoom recordings don't include polls; Auto closed captions</b> created by YouTube may need additional work to meet the Americans with Disabilities Act.