WEBINAR HOSTING CHEAT SHEET

Webinars are a great way to reach audiences across the state. But hosting well-run webinars takes some practice. Here is a cheat sheet to help you make your next webinar even better.



BEFORE

- **Send an email to participants reminding them how to join the webinar.**
  - Encourage them to test their technology before the webinar (most web conference platforms offer a test room, e.g., zoom.us/test). Also, ask them to join at least five minutes early to make sure their technology works.
- **Hosts should log in at least 15 minutes early to test connectivity.**
  - If you have a guest presenter, make sure they are familiar with the platform and are comfortable sharing presentations, screens, etc.
  - Participant should join in at least 5 minutes to test their technology (it is not the host's job to provide support).
- **Greet participants in the chat as they log in.**
  - Doing this helps them figure out the location of the chat feature to use during the webinar.
  - Depending on the size of the audience, you might want to "mute participants upon entry" to reduce feedback.
- **Do a sound check with participants about 5 minutes before the start time.**

During

- **Share some tips at the beginning to ensure everyone has a great experience**
  - Remind participants to mute themselves if they aren't already.
  - Let them know how to communicate with you (chat or unmute or both)
  - Let them know if the webinar will be recorded and where they can access it
  - Give directions on what to do if you become disconnected
- **Keep the total length to under 1 hour or less.**
  - Consider turning the webinar into a multi-part series if you need to go longer.
- **Try to change something on the screen every few minutes.**
  - Change a slide to just a picture of something relevant to the topic.
  - Share your screen to show a website
  - Play a short video
  - Simply show your face on camera to discuss something
- **Encourage participants to participate by typing in the chat or unmuting.**
  - Offer polls or send participants to breakout rooms for small group discussion.

After

- **Send out the recording within 48 hours.**
  - Let participants know how to access the recording and, if applicable, any other resources relevant to the webinar. Use this as a chance to promote your next webinar or other resources (websites, publications, social media, etc.).

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