Webcast Planning Worksheet: "Best Laid Plans" Edition

1. Basics

* Program title
Make it descriptive and catchy*.*   ** Essential items*

* Format
Choose one:
- Solo presentation
- Interview with host
- Panel discussion or debate
- Open forum/conversation/question-and-answer session

Team
List yourself and any co-presenters or panelists. Recommended: for a panel show, identify alternate panelists in case last-minute schedule issues arise.

* Objective
Write a 1-sentence summary of the purpose of the presentation. Use action verbs, such as:
- Educate
- Share or describe (a method, strategy, or case study)
- Promote (a point of view, policy change, etc.)
- Stimulate (conversation, creativity)
- Solicit or invite (opinions/information)

* Program summary
Write it in 250 words or less. Use jargon sparingly and define any acronyms.

* Audience
Identify who should participate, such as:
- Managers, leadership
- Trainers
- Specialists in technology, security, etc.
- Program staff
- Line staff
- Analysts, researchers, planners, etc.
- The general public

* Date and time: live program
Note program time in speaker's time zone and EDT/EST. Promotional messages will include major North American time zones. Host is based in U.S. Mountain time zone.

* Date and time: online practice session
Note session time in speaker's time zone and EDT/EST. If a panel, aim to include all presenters at the same session. (See page 4 for Practice Session elements.)

* Learning objectives
List 3 to 5 specific things participants will gain by attending.
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-
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2. Content Details

Presentation outline
Map what you'll cover and how much time each point needs.
- See sample, page 5. Use worksheet pages 6-7.

* Slides & visuals
Prepare your slides for a balance of text and visual interest. Include facts, figures, flags, and inspiration!
- Photos
- Data tables
- Graphics
- Screen shots
- Article quotes/source citations
- Line art

NOTE: Any images of identifiable people can be used only with their permission. Photos/graphics must be your own, must be pre-approved for use by their creator, or permission must be granted to use them in the program.

Supplementals
Identify any handouts you will provide for downloading. Examples:
- Pre-test
- Exercises
- Worksheets
- Post-program action item planner
- Reading list

Online resources
Identify resources for use in the program or for further research/exploration. Examples:
- Websites
- Documents
- Data sets

Video/multimedia inserts
Identify video content available or needed for this program. (Video content can be included with special caution/handling.)
- New content, such as expert interviews.
- Existing content—what it is and how to access it.

Audience interaction: <u>pre-show</u>
Identify any questions to ask the audience before the program. Examples:
- Professional background and job duties
- Personal experience/knowledge of topic
- Yes/no questions
- Data questions
- Pre-show quiz on content you're presenting

Audience interaction: <u>live show</u>
Identify any "poll" questions to ask the live audience. Examples:
- Professional background or job duties
- Knowledge of topic
- Opinions on topic
- Pre- or post-tests on content you're presenting
- Data questions
- Trivia or "comedy break" questions

* Audience interaction: Q&A
- Identify questions audience members <u>might ask</u> (so you're prepared to answer them).
- Identify questions you <u>would like to be asked</u> (so the moderator can ask them).

Controversial topics
If the program topic is controversial, plan ways to support your viewpoint:
- Data
- Personal experience
- Authoritative sources
- Reframing

Desired audience after-show action
What do you want viewers to do after your program? Examples:
- Pursue innovation or change in an agency
- Educate others or raise awareness of the topic
- Continue personal learning or professional development on the topic

3. Promotion

* Your network
Identify groups you (and any other presenters) can invite to the program, such as:
- Online groups
- Social media followers/friends
- E-mail lists
- Associations
- Agency staff and colleagues

* Headshot(s) for presenters, panelists
Provide photo(s) that show the face at 30%-50% of the image if possible.

* Bio(s) for presenters, panelists
Limit 100 words per person. Include major certifications and career history that indicates expertise and authority in the subject matter. Include social media links.

Sponsorship
Identify any corporate or organizational sponsors that will support (or can be invited to support) the program.

Social media
Connect and be ready to engage the audience.
- Compose a hashtag.
- Schedule time before and after the program to promote the show and take part in any follow-up discussion online.

4. Preparation & Showtime

* Tech check
Confirm hardware, software, and phone lines:
- Confirm computer to be used by the presenter(s).
- Confirm availability of a land-line phone (ideal for best sound quality).
- Test condition and settings of microphone (a headset is ideal) and speakers.
- Download and test GoToWebinar.

* Practice and orientation session
Get comfortable with the platform:
- Practice use of controls.
- Fine-tune microphone settings.
- Check slidedeck appearance.
- Time your presentation to allow time for Q&A.

* Present your program!
- Log in 30 minutes early or as arranged with Host.
- Let 'er rip!
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* Live show: immediate wrap-up
Presenters and host stay on GoToWebinar for a few minutes after the presentation.
- Debrief and confirm post-show wrap-up tasks. (See next item.)
- **Celebrate!**
- Sign off GoToWebinar.
- Take part in any questions and conversation about the show on social media.

* Post-show wrap-up
- Within 24 hours, answer any additional questions from audience. (A Q&A summary can be emailed to participants.)
- Update handouts (as needed) to include new information generated in the program.
- Review participant evaluations.
- Plan your next webcast!

Detailed program schedule: Sample

Estimated times are shown for a typical 1-hour program.

Download the editable version of the planning document to use the hands-on template.

Start Time	Duration	Segment content/action	Production Notes
-30:00 min	30 min	Presenter and tech team convene online.	Show introductory slides to early arrivers: title, presenter, etc.
0:00	~2 min	Host (Connie) welcomes audience, shares "housekeeping"/how-tos, thanks any sponsors, and introduces speaker.	Show introductory slides - matched to spoken info.
~2:00	--	Presentation begins.	Begin speaker slides.
2:00	4-5 min	Speaker's opening remarks: why this topic matters, personal history, etc.	(A survey/live poll could fit here)
2:05	45 min	Content outline: - Training presentation - Interview or panel topics - Other	Slides and speaker notes should fit available time. Test & practice!
50:00	13 min	Q&A (Unless Q&A breaks are scheduled at specific points in the program)	
58:00	~2 min	Wrap-up: - Presenter/panel closing remarks - Call to action / assignment if any	Point audience to any handouts, worksheets, etc., to apply the subject matter.
59:30	30 sec	Host sign-off & evaluation reminder	Presenters stay online for a team wrap-up afterward.

Detailed program schedule: Worksheet

Estimated times are shown for a typical 1-hour program.

Start Time	Duration	Segment content/action	Production Notes
-30:00 min	30 min	Presenter and tech team convene online.	Show introductory slides to early arrivers: title, presenter, etc.
0:00	~2 min	Host (Connie) welcomes audience, shares "housekeeping"/how-tos, thanks any sponsors, and introduces speaker.	Show introductory slides - matched to spoken info.
~2:00	--	Presentation begins.	Begin speaker slides.
2:00	4-5 min	Speaker's opening remarks: why this topic matters, personal history, etc.	(A survey/live poll could fit here)
2:05	45 min List the estimated time for each major segment [## min] [## min] [## min] [## min] [## min]	Content outline: List segments of the presentation (training presentation, interview or panel topics, other). Include details as needed to help you plan the use of program time. Or refer to a separate training outline, if you have one. 1. 1st topic/segment 2. 2nd topic/segment 3. etc. 4. 5.	Slides and speaker notes should fit available time. Test & practice! List or estimate number of slides per segment. Slide #s: Slide #s: Slide #s: Slide #s: Slide #s:
50:00	13 min	Q&A (Or note Q&A breaks at specific points in the program outline, above)	
58:00	~ 2 min	Wrap-up: - Presenter/panel closing remarks - Call to action / audience assignment if any ACTION:	Point audience to any handouts, worksheets, etc., that will encourage or help them to apply the subject matter.

Start Time	Duration	Segment content/action	Production Notes
59:30	30 sec	Host sign-off & evaluation reminder	Presenters stay online for a team wrap-up afterward.