What other tips & strategies do you have for your colleagues planning a webinar?

- **Work in time to engage attendees at regular intervals - about every 5 minutes - either polling, hand-raising, chat, asking to speak up.**
- **Dry runs to coach and fine tune.**
- **Continuous QI process: debrief after each conference and fine tune reg. communication and zoom processes, also educational design.**
- **Create some separate virtual breakout rooms at the end that are staffed by the Faculty so that participants can ask questions without an entire audience listening.**
- **Every hour need to have at least 5-10 minute breaks.**
- **We had a nurse/exercise physiologist demonstrate a simple exercise routine during a break (encouraged attendees to join in).**
- **Have a moderator who introduces the speaker and also will read the chat questions to the speaker so they don’t have to multi-task.**
- **Our sweet spot is 2 hour evening webinars and breaking multi day conferences into half days. e.g. 1 day equals 2 half days.**
- **Have topic based lunch or break rooms. Unaccredited, just for discussion and networking. Needs to have a moderator or welcome person there, though, to welcome people in.**
- **Learn the tools available within your platform, discuss strategies for engagement with your speakers, test run - engage in breakouts for peer-to-peer application and discussion of content.**
- **For breaks, we show a slide with a photo of a glass of water beside an apple to encourage attendees to get up and eat something nutritious.**

**Practice, practice, practice.**

- **Use interactive Q&A where all participants can add to the questions and all can see them.**
- **Have a producer to help with tech and tech issues for participants.**
- **Launch a few minutes early with a slide show on a loop to play before the actual program starts. Allows housekeeping notes and sharing visuals of your location.**
- **Choose the technology platform that works best for your format and then learn that platform inside and out.**
- **Be able to communicate with course directors and moderators during the meeting. We’ve used just texting or WhatsApp. The chat box in zoom hadn’t always been successful.**
- **Include vendors and utilize the participant self-select breakout rooms.**
- **Have a virtual “green room” for speakers to join 20 minutes before they are set to speak. This allows them to test their mic/speaker/slides before being sent to their workshop room.**
- **Shorten the day if a full day - end at like 2 or 3pm. It’s just too much, have a lunch break.**
- **Define all the roles required, cross train staff.**
- **Have shorter presentations and 5-10 minute breaks between each.**
- **Create a team, do not try and do it all yourself.**
- **Important for everyone to understand that zoom tech “costs” a huge amount in human resources.**
- **Have case discussions**
- **Case-based content is more engaging. A fun unrelated question up front - like you did about the candy - is great.**
- **Planning with a “team of one” doesn’t work, but sometimes is all you have. Find colleagues online..**
- **Do a test run with your speakers to make certain they’re comfortable with how everything works.**