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Webinar Protocol

POLICY, STRATEGY AND KNOWLEDGE UNIT

AMERICAS REGION

Content

What is a webinar?

Webinar is an online transmission of seminars, presentations and content of this nature by video. It is designed from an interactive point of view and therefore allows bidirectional communication between the speaker and the rest of the participants.

Differences between Webinar and Online Learning

Webinar VS Online Learning

Webinar	Online Learning
Information sessions through clear presentations and projections	Fulfillment of an academic program with virtual strategies and resources
Video streaming and downloading of additional material	Tutorial program for individual and collaborative learning
Practical option: the intervention can be recorded and forwarded	Facilitator-tutor-content-participant-resource interaction
Real-time audio communication and use of chats to communicate with text messages	It involves a process of continuous evaluation and communication

Resources at your disposal

Resource	Brief Description
Webex Platform Web seminar (presentation with written chat)	It's a secure, cloud-based collaboration platform that works with award-winning devices and applications to enhance each worker's teamwork. Good for very large groups, but the passive audience may not focus on the presentation. If you need a camera to engage participants, it may reduce webinar performance or may not be feasible when the connection is poor.
Zoom Platform Working groups	It is an online video and audio conference platform for companies, professionals and groups that need to hold meetings without distance being an obstacle. Zoom works directly from the browser, but also has an iPhone/iPad app, Android app, Outlook plug-in and browser extensions. The free version has piracy problems, which means that some companies may prohibit their staff from using it. A paid license that guarantees all security measures is most appropriate.
SOKONI Volunteering platform	The Sokoni Volunteer platform, in addition to being a repository and allowing interaction among its users, has expanded its scope with a new calendar function where Secretariat Units and regions can post events, webinars and training related to COVID-19 that are offered to volunteers. This calendar allows for sharing on social networks and translation into over 60 languages.
Social Networks	Social networks are Internet sites formed by communities of individuals with common interests or activities (such as friendship, family, work) and that allow contact between these, with the aim of communicating and exchanging information. Useful for promotion, although all security measures must be taken to avoid intrusions.
Design platform (Mailchimp)	It is a web application to send email campaigns or information emails in html format compatible with all mail users. Widely used and extended, this tool allows us to create newsletters in order to use the so-called email marketing, and link our users to our website.

Webinar management process by the Reference Centres

The Policy, Strategy and Knowledge Unit, through the Reference Centres, will support the management of these webinars in order to provide technological tools to facilitate virtual communication and knowledge transfer for the National Societies/IFRC/ICRC.

At the same time, it will provide the necessary technical support to ensure that the webinars run without difficulty and that the experience is enjoyable and beneficial for all participants.

In order to have an action guide and guidelines that facilitate the handling of webinars within the IFRC, the following management process is proposed which will provide benefits such as:

Rationalization in the amount of webinars and presentation of content of interest, making efficient use of existing platforms, optimizing efforts based on joint regional planning and above all avoiding the saturation of this type of content for members of the Movement, especially National Societies..

Security by ensuring compliance with certain requirements that prevent incidents in the organization, development and monitoring of the webinar, such as the entry of "spies to the conferences" by not requiring registration of participants, sharing personal data without consent, among others.

Quality by meeting minimum technical, methodological and human standards, satisfying the needs and expectations of the people who connect to the webinars, among which we can mention: adequate time for the promotion of the events, appropriate connection speed and handling of the platform by the organizing staff.

Coverage and scope

Coverage

The webinars developed in English language will be managed by CADRIM, webinars developed in Spanish language will be managed by CREPD, in case the interpretation service is required this should be managed directly by the organizers of the event.

The service is available to the different units of the Regional Office and National Societies, in the case of the latter must have the approval of the authorities of the National Society.

Scope

The webinar support service includes sessions developed on the webex and ZOOM platforms, which will be available during working days (Monday to Friday) and is limited to information sessions on different topics. This does not include training process sessions or technical meetings developed by the different units/departments of the IFRC or National Societies.

In this regard, the Reference Centres provide the following considerations for the effective management of webinars:

Before:

1. **Filling in the application form:** This must be completed on the website of the Reference Centres, at least 10 days before the date scheduled for the webinar.
   You can access the application form through the following link:
   https://app.smartsheet.com/b/form/c4b90ba98ceb43ad90aa94c269aeb772

2. Confirmation of availability: Within the next 2 working days, the staff of the Reference Centres will confirm whether the request has been approved or rescheduled, considering the availability of space and tools on the proposed date (Webex and Zoom platforms).

3. Webinar invitation: If required, the Reference Centres will support in the design of the invitation, for this it will be necessary to send a representative image related to the webinar; likewise this can be promoted through the social networks of the Centres and SOKONI platform. In the case of addressing a specific audience, the organizers must disseminate it internally. Also, the invitation must include the following timezones:

- Central America (GMT -6)
- Panama (GMT -5)
- Trinidad & Tobago (GMT -4)
- Argentina (GMT -3)
- California (GMT -7)

4. Configure the landing page: The registration of the participants to the webinars will be mandatory, this as part of the established security controls. This registration is free and will allow to obtain general information (full name, National Society or organization to which it belongs, gender, among others). Likewise, the registered person will receive an e-mail with the following information: disclaimer message about the use of data, information about the platform to be used, indications on how to configure the audio when entering the platform, rules of participation, a link or indication on how to add the event to their calendars, among others.

5. Presentation or audiovisual material: Must be sent at least 3 days in advance of the scheduled date. It is recommended to design an attractive material, considering times for the greeting, development of the topic, and a time for questions from the participants.

6. **Testing:** A test will be done to ensure that you have adequate audio quality and connection speed. The test will also allow the speaker(s) to become familiar with the use of the platform on which the webinar will take place. This must be done at least one day in advance.

7. **Special requirements:** If the organizers of the webinar have specific requirements in the methodology of development of the webinar, they should notify the Centers in advance so that they can develop them (surveys, formation of sub-working groups, among others).

Note: National Societies or branches must have the approval of the National Society's General Management to conduct the webinar.

During:

The Reference Centers will be providing technical assistance during the development of the session, so it is necessary to comply with the following steps:

1. **Log in beforehand:** Organisers, speaker(s) and Reference Centre staff should connect at least 30 minutes before the start of the event. This will allow the quality of the Internet connection to be checked; if possible, it is recommended that the device from which the broadcast is made uses a cable connection. It is also recommended to close other applications such as Teams, Dropbox, Google Drive and others.

2. **Verify privileges:** This will allow the assigned roles to be carried out as planned. For example, the moderator can do the direct handling of the audiovisual material to be used during the webinar.

3. **Send reminder email:** On the day of transmission, an email will be sent with the access link. This email will be sent at least one hour before the webinar starts so that everyone can see the message and access it.

4. **Provide initial indications and instructions** to the participants (use of microphones, cameras, if the questions will be asked through chat, and during the development of the presentation or at the end of it, among others).

5. **Notification of the recording:** Before the start of the recording, participants must be notified. They must also be notified that the recording will be published on the SOKONI platform once the webinar is finished.

6. **Special requirements:** If the creation of groups within the webinar has been considered, it must be guaranteed that there are sufficient moderators for the proper handling of the groups, in addition to providing clear indications on the expected actions.

7. **Opinions attached to principles:** When the space for questions is made available, the answers should be in accordance with the fundamental principles of the Movement, avoiding giving opinions on political, religious or other aspects.

8. **User satisfaction** will be measured by means of a pre-designed survey, for which a link will be provided where attendees will be able to provide feedback on the development and quality of the webinar.

1. **General information:** The Reference Centre will share the link to record and download the event, as well as a general summary about the webinar, which will include registered persons, attendees disaggregated by gender, duration of the webinar. This will be given to the organizers and to the person in charge of uploading it to the SOKONI platform one working day after the end of the event.

2. **The recording of the event** and presentation will remain in SOKONI for consultation by volunteers. The recording will be placed in a YouTube channel.

Definition of actors and responsibilities

Organizers: (IFRC, ICRC, NS)

1. Fill out the application form online at Smartsheet
2. Manage the speakers for the development of the topic
3. Ask the speakers for the presentation and complementary materials to be used on the day of the event
4. Manage the participation of the speakers in the preliminary audio and platform use tests
5. If the webinar is in several languages, manage the translators
6. Prepare the invitation for the event
7. Promote the event

Moderator(s): (focal point designated by the organizer)

1. Prepare the presentation and complementary material for the paper
2. Send the presentation to the focal point of the Reference Centre
3. Define the methodology for the event and communicate it to the organizer
4. Participate in the preliminary audio and platform use tests
5. Encourage interaction at the time of the presentation
6. Prepare an executive report of the activity

Participants:

1. Complete the registration in advance
2. Enter 10 minutes before the event starts

3. Mute your microphone and turn off your camera
4. Raise your hand to apply for participation
5. Interact through the chat with the rest of the participants
6. Accept data protection disclaimer and recording of the event
7. Complete the satisfaction survey

Reference Centres (CREPD CADRIM):

1. Programming of the event, generate the link for registration
2. Support in the elaboration of the invitation if the applicant requires it
3. Preliminary audio and platform use tests with the speaker
4. Send an email reminder one hour before the webinar
5. Technical support during the event
6. Sending the recording of the webinar
7. Sending the satisfaction survey
8. Promote and guarantee data protection by informing participants and organizers.
9. Systematize the products of the event (list of participants, number of participants by gender, origin, recording, PPT, invitation).
10. Send a weekly email (every Monday at 9:00 am Panama time, one month per Center) listing the webinars that will take place on that week.
11. Send a monthly email (one month each Center) with the list of all the webinars that were held that month, including the links of the recordings.
12. Share and promote an infographic explaining how to add the event to each registered person's calendar.

Recommendations for moderators

- Proper voice: Proper voice includes volume, not only a high volume but the handling of different tones when speaking to emphasize and capture attention.
- Mastery of the subject: The speaker should be a person with experience in the subject to be developed, this should be part of his daily work.
- Rhythm: The speaker must have a rhythm and coherence in his presentation, and it must have a logical structure and be sequential.
- Proper handling of material: It is important that the speaker supports his conference by using diverse materials such as illustrations, presentations, videos, etc., since this captures the attention of the general public and can even take advantage of these resources to make his presentation more didactic.
- Time management and notion of time: This point is one of the most important since many speakers lose the notion of time when they present, forgetting that the public gets tired of just listening to long lectures. A speaker should not only think about how well he should speak, but also how well his audience will speak when they leave the conference.

Webinars not managed by the Centers

If the event will not be managed through the Reference Centers, this event will still be posted on the TeamUp calendar and promoted on the social networks of the Centers and SOKONI.