Webinar - Web-based seminar

By [Vangie Beal](#)
Also written as "webinar."
Short for **Web***-based sem**inar*, it is a presentation, lecture, workshop or seminar that is transmitted over the [Web](#) using *[video conferencing software](#)*. A key feature of a Webinar is its interactive elements -- the ability to give, receive and discuss information. Contrast with [Webcast](#), in which the data transmission is one way and does not allow interaction between the presenter and the audience.

To describe webinars as 'effective' is an understatement. It is more important to ask: 'What benefits do webinars offer you?' Read on for an overview of the key benefits.

Direct contact with your target group

Reach and engage a very specific target group. Allow them to ask questions, or pose questions of your own to the participants. Thanks to the interaction during a webinar you gain insight into your target group. You can really get to know your audience, unlike during lower-quality webinars or physical meetings and events where attendees often merely listen passively.

Reach your target group both live and afterwards

A webinar gives you the opportunity to continue to reach your target group when the broadcast is over, since each webinar can also be watched afterwards. This enables you to increase both the reach and the impact of your message. Needless to say, it is important that your webinar can be found easily via Google, which is why a well-designed webinar is search-engine optimised (SEO).

Interaction with your target group

Reach your audience and reinforce your message. Webinars enable you to utilise polls, chats and calls to action, or to show your viewers PowerPoint slides or videos. The more interactive your webinar is, the greater the impact of your message will be.

Webinars save time and money

Long journeys involve travelling time and expense, but a webinar eliminates the need to travel. Make it easier and cheaper for your target group to be engaged by your message. There are advantages for you as the 'sender' too; the costs are much lower than organising a physical event and hiring a venue, for example.

BENEFITS OF WEBINARs

What is a Webinar?

A webinar is a virtual lecture or training session presented live on the Internet. The session includes PowerPoint presentation, handouts, video, interactive questions and answers. Attendees also have access to the recorded Webinar without extra fees.

Benefits of Webinars

<u>Time effective</u>: It takes only 90 minutes of your time. You do not have to worry about travelling and missing two to four days of your works, and you still receive the same learning outcomes as regular workshops.

<u>Cost effective</u>: The registration fee is all it costs you. In the budget situation, this should be the best option to gain more knowledge without spending thousands of dollars in airfare, hotel, car rental, taxi, etc.

<u>Convenient:</u> You can attend a Webinar in your office or at home at your own convenience. Using a computer headset you can keep your Webinar quiet and not bothersome for others.

<u>Easy to use</u>: We use Webex, the best system for Webinars. All you need to have is a computer with high speed Internet connection and a computer headset with a high quality microphone. All you need to do is to click on the link in the invitation email and start joining the workshop. It cannot be easier.

<u>Hot and applicable topics</u>: Spend 90 minutes of your time to gain knowledge in hottest and most applicable topics in your fields. This is a great way to improve your career.

<u>Reputable and experienced presenters</u>: Our Webinars are conducted by presenters with world-recognized reputation and long term experiences in the fields.

<u>Interactive:</u> After the presentation, you will have a chance to ask questions and submit your feedback about our Webinars. The Webex interactive system will make this work easier than you can imagine.

<u>Additional credential for your portfolio</u>: We will provide you the certificate of attendance upon request. This will add great values to your employment portfolio. If you are a faculty member, this activity will count as faculty development.

<u>Access to the recorded webinar online without extra charges</u>: All Webinar sessions will be recorded and posted online for later access. If you pay the registration fee, you will have access to this archive without extra charges

What are the advantages and disadvantages of Webinars (Web-Seminars)?

Webinar = Web + Seminar and this means a presentation, lecture, or workshop that is transmitted over the Web. Obviously, good communication software and a camera need to be installed for this in order that web-interactive presentations can be effectively made. "Online workshops" are also regularly announced and conducted by some software companies. As of now, many conferences mostly feature physical presentations of speakers (plenary talks and oral presentations) and also virtual presentations using computer communication systems. Recently, Webinars - which include all virtual presentations only - are getting popular. This saves the travel cost, travel time, visa and such issues for international delegates registered for the conference. On the other hand, this completely eliminates research interactions, discussions with group participants, social exchanges, sight-seeing and culture aspects. With the advent of technology and fast internet connections around the world, can Webinars emerge as front-runners in Conferences and can they replace the traditional conferences with direct interactions, social /

cultural exchanges, sightseeing, tourism etc? Kindly share your views on this topic! Thanks - Sundar

Educational Webinars

An educational webinar differs from an on-line meeting because it is usually limited to one-way transfer of audio (voice-over) from the instructor(s) to an audience of individuals or small groups viewing from computers or mobile devices in geographic locations anywhere in the world where access to the Internet is available. Advance registration with email addresses will be required from the viewers. Access to the program will be provided from a link which may connect directly to the webinar when opened or may also require an access code. Some programs require a free software download. Content can be presented from a slide presentation, spreadsheets, documents or video, but interaction from the audience will be limited to questions or answers submitted from a computer keyboard. Some applications provide two-way interaction with an Internet call or the use of a telephone that may incur long distance charges.

Monthly or annual plans are available on a sliding scale based on the number of participants from 100 to 1,000.

Advantages –

Convenient and easy

No long distance travel required

No specialty equipment required

Cost based on number of participants and sites

Can be set-up with little advance notice based on availability of on-line meeting room

Easy to set-up and host after initial orientation

On-site tech support may not be necessary

Pass-control to other presenters or learners possible

Invitations, full-service registration and reminders automatically generated

Pre-webinar practice sessions may be included in package deal

Expands the audience in real time to include those who would not attend if travel required

Webinars can be recorded for viewing on-demand for those unable to attend in real time

Disadvantages –

Internet speed must be adequate at all connecting points to avoid lag time or distortion

Audio usually limited to voice-over from the instructor but two-way voice interactivity possible

Participants may submit questions, comments or answers from a keypad

Long distance telephone charges may incur if two-way voice interactivity is enabled

Communication through body language of instructor(s) and participants is absent

An annual plan necessary to guarantee unlimited access to on-line meeting rooms

Not all web browsers will work the same

Materials may not display accurately on all computers

Not all applications will accommodate Mac computers or mobile devices

You will need to –

Make arrangements through an on-line service provider for high level results

Choose a standard set-up and make changes electronically as needed per session

Advise participants in advance of computer system and high-speed Internet requirements

Provide a link to a web-based application or a software download for all participants

Verify computer microphone available for audio input

Provide webcam if streaming video from originating location is to be included

Verify payment procedures if not included in package

Give advance notice to viewers of computer system and high-speed Internet requirements

Verify that detailed instructions and contact info for questions distributed in advance to all presenters

Develop your own detailed checklist using Planning Helper's free sample as a guideline

NOTICE -
The checklist samples provided by Planning Helper **are incomplete** and meant for use as guidelines to help you create checklists of your own that will apply to the unique needs of your meeting, event or function.

See more at: http://www.planninghelper.com/spv-231.aspx#sthash.Ue4bmn0A.dpuf