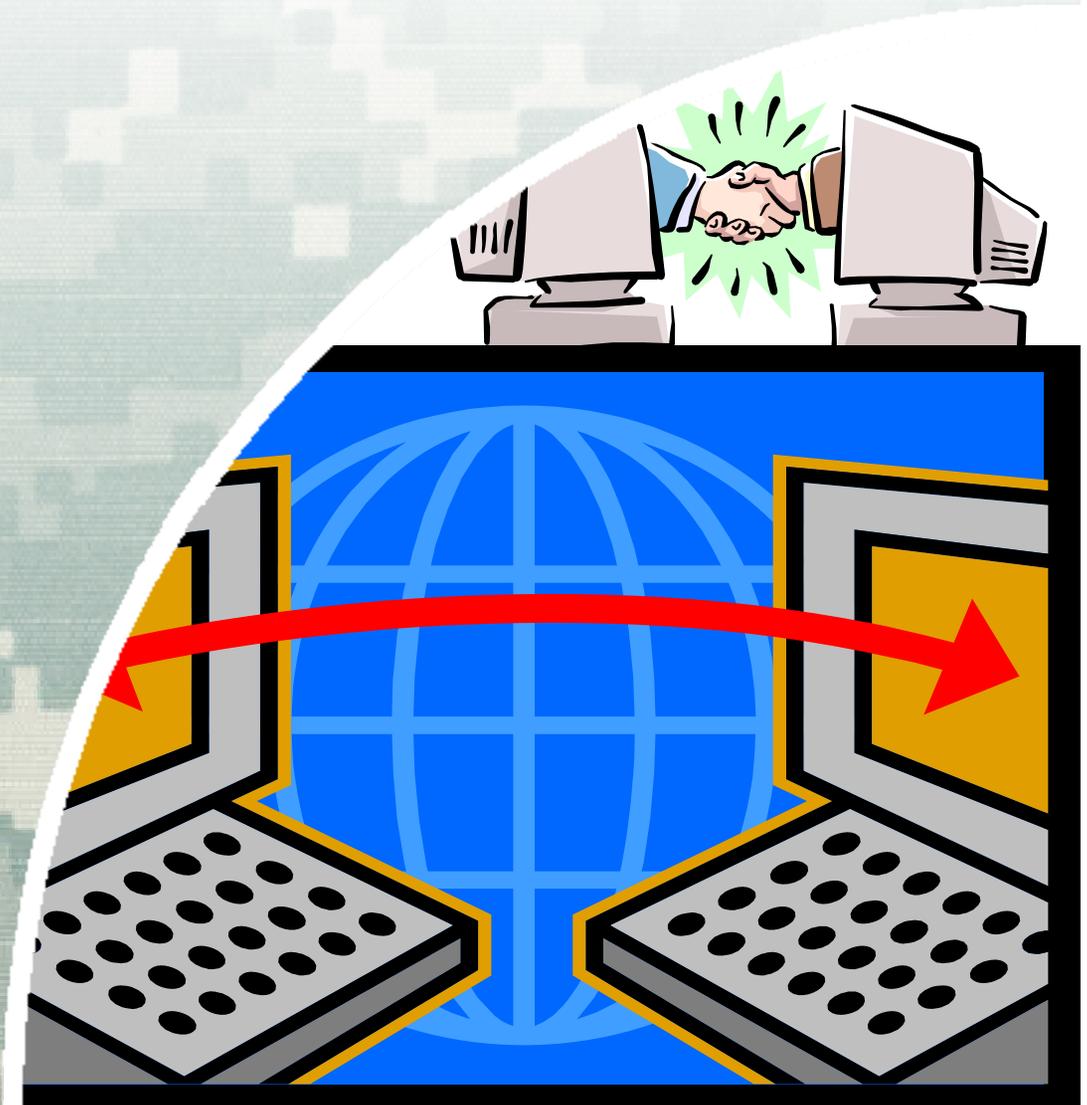# Webinar Creation – A How To Guide

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BUILDING STRONG®

Webinar Provider

- There are many commercial web meeting providers. ACE-IT uses AT&T Web Ex services for USACE applications as part of the Information Services contract.
- This presentation contains information on using AT&T's webinar service.

Webinar Value

- Conduct effective meetings/learnings with people anywhere without expenses of travel, lodging and meeting facilities *

- Variety of information shared in real time.

- Recording/archiving for later review

- Encourages collaboration

* One study by Publicare showed a 94% savings for an online meeting versus a traditional meeting with travel/associated costs.

So, You Want to Host a Webinar

Step 1 – Determine whether or not you want to record the webinar. If yes, you will need:

- AT&T recommends Dynametric recording device. See http://www.dynametric.com/TMP-636S_phone_webinar_recorder.aspx. You would need to purchase this device for recording. Follow installation instructions provided for connecting to a landline phone and computer, and do a practice webinar session.

- Download recording and editing software from Web Ex at - https://www.teleconference.att.com/resv/wmdownloads.html.

Establish Date and Time

Step 2 - Establish a date and time with your presenter(s).

- They may present from anywhere with a landline phone and computer/Internet access

- Be sure to allow time for presentation review (if needed), time to advertise the meeting, and ACE IT scheduling
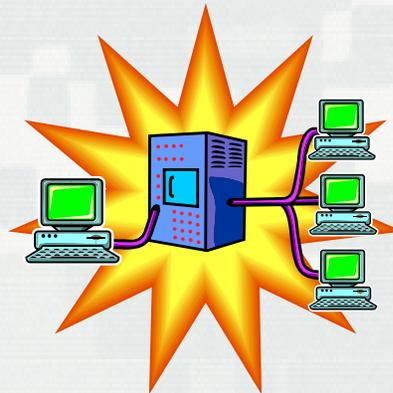
Schedule Web Meeting with ACE IT

Step 3 – Schedule an AT&T Webinar with ACE IT

- Request a web meeting online or via telephone
- Allow 30 minutes prior to desired start time and 30 minutes after desired end time, be sure to specify time zone
- Provide title of presentation, number of call in ports/lines needed (# of participants), request entry/exit beeps silenced
- They will provide an e-mail confirmation with call in phone number and host + participant pass codes.

Invite Attendees
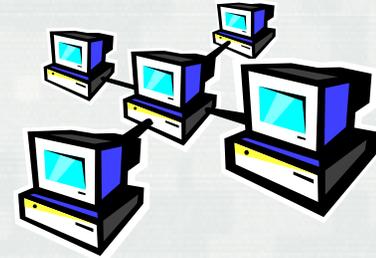
Step 4 – Invite Attendees

- Share the audio conference and web meeting access information with participants from the ACE IT confirmation. Only provide participant code and call in number to participants. Host code is for use only by host.

- Share link to download web meeting software if initial use - https://www.teleconference.att.com/servlet/AWMlogin.

- Include speaker bio, documents as appropriate

Presenter Instructions

Step 5 – Provide Instructions to Presenter

- Ensure they have downloaded the web meeting log in software.

- Discuss due dates for PPT, bio page, web links and associated information.

- Request that they call and log in after the Host activates the meeting to test sound, demonstrate Presenter slide advance, etc. prior to session start.

- Stress importance of calling in from a quiet location, keeping smartphones turned off and away from the handset, speaking clearly, etc.

Reminder Message

Step 6 – Reminder Message

- The day before the meeting, remind participants of the session and log in instructions. Provide them a delayed start time to allow time for the Host to set up the session.

- If a PPT is used, it is recommended that a PDF of the PPT be provided so that attendees can follow along and take notes.

Activating Webinar

Step 7 – Host Activates Webinar

- Host will call in and log in online on the recording computer prior to the advertised start time using Host Codes (you will have 30 mins to log in after start time). If possible, log on to a second computer as a Participant to see what attendees see.

- The Presenter(s) should then log on to ensure a good telephone connection, etc.

- Host may temporarily assign Presenter rights to the Presenter (right click on Presenter's name to Change Role) so they may practice slide advancing. If the Host has a different Intro slide, they can reclaim Presenter (right click on their name and Change Role), and then switch back after introducing the speaker.

- Host should load any presentations, web pages, video files, etc. using the Share feature on the webinar page. Click on Share, go to file and load.

Troubleshooting

- If you experience web issues with the webinar, AT&T's web support line is 888-793-6118.

- If you experience audio quality issues, AT&T's audio help line is 800-526-2655. If you are on the call and experiencing noise, etc. you may also dial #00 for assistance.

- If the webinar phone line is dropped during the session, you have 15 mins. to call 800-526-2655 to reinstate it.

- If you exceed your number of ports/lines, the last caller will hear a Call is Full message.

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Recording Webinar

Step 8 – Host Records the Webinar

- Just prior to start, Host will activate Recording (if applicable) on the web meeting software and depress the Dynametric button.

- A recording box will appear on the Host screen with a button to click on to start recording. Once recording, a volume level will appear (be sure voice reaches at least midpoint on the scale).

- The Host may alter the screen appearance as desired (minimize participant listing and chat, etc.)

- Be aware that anything done on the Host computer will appear on the recording. – No web surfing, etc. while recording.

Initiating Actual Webinar

Step 9 – Host Initiates Webinar

- At the scheduled time, the Host will welcome participants to the meeting, establish ground rules (keeping phones on mute, asking questions, etc.), and introduce the speaker.

- Host may also want to ask participants to list names or the number of attendees in their group for tracking purposes using Chat feature.

- Host will need to be fully engaged listening to the Presenter, and watching the screen and volume levels. They can also help the Presenter watch the Chat box for questions.

Chat

Step 10 – Using Chat

- When you activate the Webinar, you will see a Chat box appear. Chat may be used to ask questions or share comments. Note that a message may be sent to an individual attendee or to all attendees.

- At the end of the webinar, you will have an option to save Chat transcript.

Surveys/Polling

Step 11 – Simple Surveys/Polling

- AT&T's webinar service allows for simple real time polling/surveying of attendees.

- After activating the meeting but prior to starting, you would generate the question and answer choices. Example: Is Monday or Tuesday a better webinar day for you? Answers – Mon, Tues.

- During the webinar, you would activate the poll and ask participants to respond. It will show the percentage responding to each answer.

- More information - http://www.masternewmedia.org/reports/webconferencing/guide/webex/polling.htm.

Ending Webinar

Step 12 – Host Ends Webinar

- After thanking the speaker and ending the meeting, the Host will SAVE the meeting files – Chat file, wrf recording file, etc. Be sure you have saved and verified all files before ending the meeting. If not recording, you may simply end the meeting as Host.

- The Host has an option of sending a copy of any files, Chat transcript to attendees if desired.
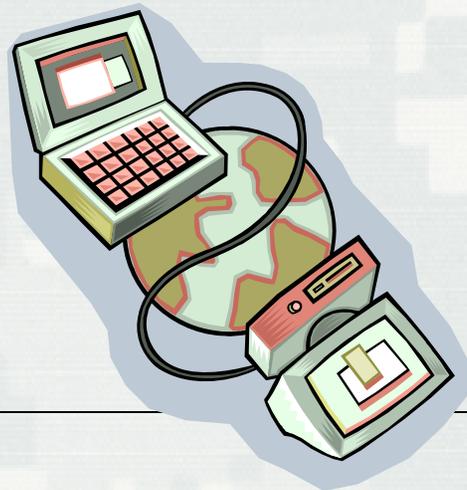
# Editing Recorded Webinar

Step 13 – Editing Recorded Webinar

- Make a copy of the wrf file and use the copy for editing.

- Open Web Ex Editor. Open wrf copy file.

- Listen/watch the recording to determine desired Start point (such as eliminating 1-2 minutes prior to actual webinar Start).

- Set location and set Start point. Use edit feature to Truncate to beginning/Start.

- Establish a new Start point. Go to end of recording to determine End point.

- Set location and set End point. Edit to Truncate Ending.

- Save edited file as wrf. It easier to share Windows Media files, so you may also want to use the Convert feature to convert to wmv format.

Sharing Recording

Step 14 – Sharing a Recorded Webinar

- You may want to share a recorded webinar via either placing it on an ftp site, Sharepoint site, or web page.

- To allow most users to access it, it is recommended that you share it in a wmv file format. If you have a 1-hour webinar, it will create a large file (100-150 MB).

- If you are posting it for public use (versus USACE internal use), you may also want to consider Americans with Disabilities Act requirements by developing a transcript for the session or adding closed captions.
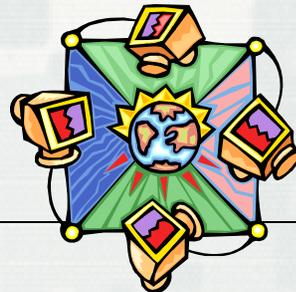
Tips for Effective Webinars

- Have all files and presenters ready to go.

- Start and end on time

- Works without a hitch, with presenter(s) focused on content and interacting with participants.

- Leaves participants satisfied that knowledge has been transferred, information shared, progress made.

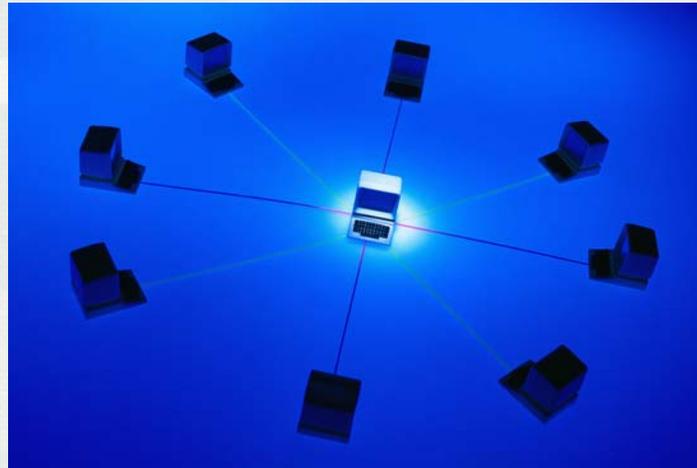- Be creative in considering different applications for webinars and web meetings and stress interaction.

Resources

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CE-ERDC-EE-E, 601 634 3684

For AT&T Web Meeting Help, see
https://attwm.webex.com/docs/T25LATT/custdocs/attwm
/mc0705latt/en_US/help/ss/host/wwhelp/wwhimpl/js/html
/wwhelp.htm.