Protocol: Webinar Planning and Preparation

Defining the goal

The first step in preparing a webinar is to clearly define the goal. You need to know what is expected of the webinar, what skills or knowledge participants need to acquire, and how success will be measured.

Determining the target audience

After defining the goal, the target audience is specified. Their level of expertise, expectations, and availability should be taken into account to ensure that the content is appropriate and relevant.

Platform selection

Based on needs and resources, a digital platform is chosen (Zoom, Teams, BigBlueButton, Google Meet or Jitsi Meet). When choosing, technical possibilities (number of participants, recording, security) and pedagogical functionality (interaction, surveys, groups) should be considered.

Scheduling appointments

The date and time of the webinar are planned according to the availability of the presenter and the audience. If participants come from different time zones, a compromise time should be found.

Program creation

A detailed program with a time frame is drawn up. An introduction, main content, interactive activities, a space for questions and a final summary are foreseen.

Material preparation

Lecturers prepare presentations, documents and links and test them on the chosen platform. Materials should be technically adapted (e.g. optimized presentations, verified links).

Sending invitations

Invitations are sent to participants via email or through the LMS. They include an access link, password, instructions for using the tool, and technical recommendations.

Interactivity planning

Activities such as surveys, discussions, or breakout rooms are planned to keep participants engaged during the webinar.

Role of the moderator

The moderator prepares an introductory speech in advance, explains the rules of communication (microphones, chat) and a concluding part with an emphasis on key messages.

Backup plan

Finally, a plan is prepared for technical difficulties, an alternative link, an additional technical support contact, or a backup platform.