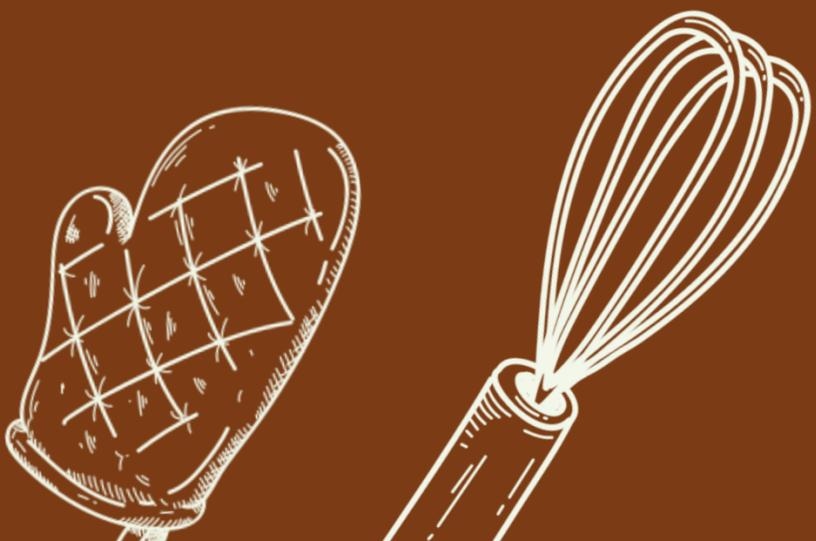


Hosting a Banquet

Facilitating Webinars



What is a webinar?

“Webinar” is a combination of the words ‘web’ and ‘seminar’, so we can think of a webinar as a banquet where a large number of people gather to taste several dishes. Typically, a webinar is open to the public and offers limited options for interaction with the audience, as opposed to an online meeting where interaction is an important ingredient. Thus, audience interaction in a webinar must be used strategically.

Another important characteristic of a webinar is that it can be recorded and published to be available for viewing after the live event, either in a webpage or other social media outlets. It is quite common to publish webinars in a series.

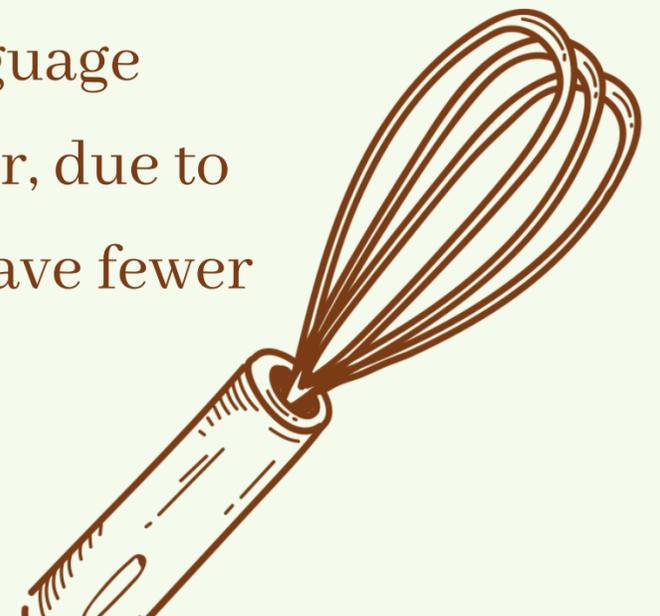
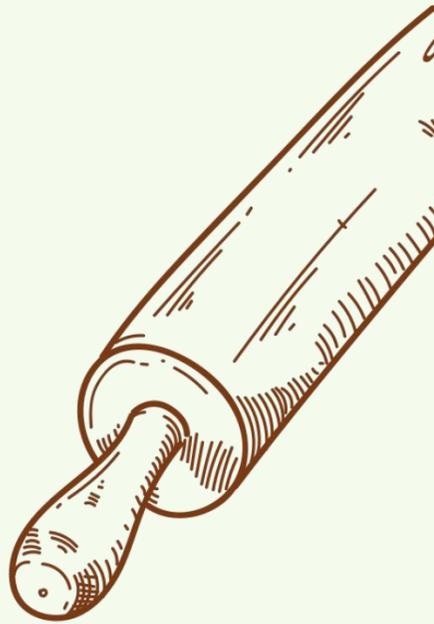
A webinar is therefore very useful for capacity development or presenting a topic to a larger audience, e.g., as a part of an IDI eLearning course.



Who to invite to the banquet?

Taking into consideration the needs of the audience is key to selecting the right speakers (presenters). It is important to match the skills, experience, and quality of the speakers with the topic of the webinar. Subject matter expertise and the possibility of providing a unique perspective and valuable content to your audience will be the factors that will attract interest in your event.

For example, when preparing for the Innovative SAIs going F.A.R. (Flexible, Agile and Relevant) series, we wanted to explore how SAIs can adopt innovative audit practices to stay relevant and deliver value and benefits to all. With this clear objective in mind, some issues we considered were the selection of expert speakers and a relevant topic, time zones and various language options. The number of people you can serve in a webinar is almost limitless. However, due to the demanding prep-time, we recommend that you not serve this dish if you plan to have fewer than 30 people sitting at the table.



Prep time

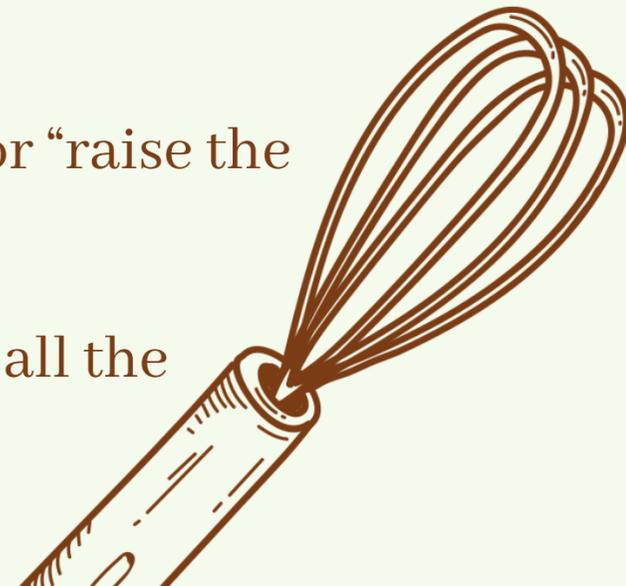
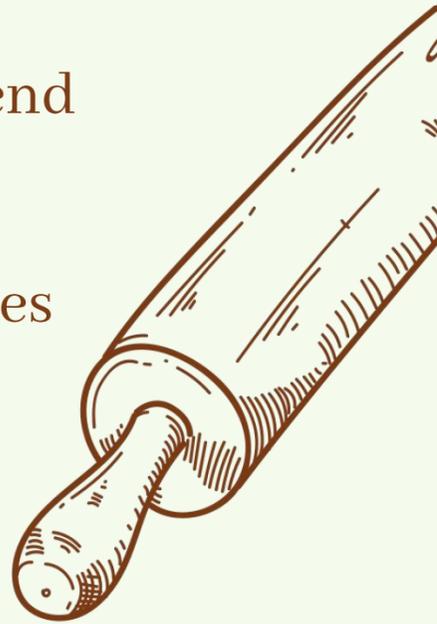
- **Decide on the topic and speakers** – Understanding the audience needs is the first step to select a relevant topic and the speakers.
- **Make your webinar diverse and inclusive** – Find experts of different genders and backgrounds. Consider time zones of participants and language proficiency. Consider simultaneous interpretation for global events.
- **Agree on the roles and responsibilities** – We recommend that you have a facilitator (moderator) who guides the webinar and introduces the speakers. You could consider having a facilitator, main speakers, technical staff and participants.
- **Prepare an attractive invitation package and disseminate** – An attractive invitation package with clear instructions for the registration would include the objective, time and date, and the bios of the speakers, especially for specialised topics. Send a reminder by email to participants a few days before the webinar, especially if they are expected to have performed certain tasks before attending. Disseminate the package using different channels such as websites or social media.



- **Test the functionality** – Plan for webinars and allow for enough prep time for speakers, facilitators and interpreters prior to the webinar. A large webinar with many speakers is often rehearsed, so allow time for this activity in addition to prepping all the other ingredients.
- **Build into the webinar strategies to encourage participation and ways to get feedback** — You could send questions to participants in advance to prepare for a specific topic. You can also have a poll to determine the team’s opinion or post an engaging open question to spark discussion. Also, sometimes people may be too shy to speak, so a chat function where they can write instead can be very useful.

Menu tasting

- **Let attendees know what to expect.** Introduce yourself and the guest speakers, highlight key points and set out how the simultaneous interpretation will work and how the guests will interact.
- **Include a Q&A session.** Encourage participants to ask questions. They can write in the chat or “raise the hand”.
- **Be mindful of time.** Ensure that sessions are not too long and that you can adequately cover all the material as intended.



- **Make your content engaging and accessible.** You can check the [accessibility checklist](#).
- **Mute attendees and record the session.** You can mute attendees in larger events or request them to mute their mics and remember to record the session, so it can be shared after the webinar.
- **Adapt to emerging needs.** The process may not always go as planned. It is important for the facilitator to be flexible and agile to adapt to the process flow in case of any emerging needs.

Serving dessert

- **Good follow-up.** Share the presentation, resource materials and agreed documentation right as soon as the webinar ends.
- **Recorded session.** For those who could not attend or who lose connectivity during the webinar, plan to send the recorded session, if recording was agreed with the group and consent was sought.

Example: [SAI Innovations Webinar recorded session link](#)





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