

ASCILITE Webinar Guide for Presenters

Overview

This Webinar Guide aims to assist presenters with the planning and implementation of their *ASCILITE Live!* Webinar.

In addition to this Guide, Blackboard Collaborate provides useful resources for conducting webinars and links to some of these resources can be found in the Appendix.

Background

The aim of ASCILITE webinars is to provide sessions of interest to members and to offer them professional development opportunities.

Webinars are an excellent way to connect members and provide for their varying needs. They enable real time (synchronous) communication and connectivity and, through the recording capabilities, allow for asynchronous reflection and for sharing with those who are unable to participate in real time through the provision of a learning repository.

Ideas for webinar topics are invited primarily from within the ASCILITE community but topics from non-members with a specialized knowledge may also be considered.

ASCILITE is grateful to Blackboard Australia for providing a complimentary Collaborate account.

Inclusivity

Webinars offer opportunities for inclusivity in a number of different ways. They enable:

- those who are geographically dispersed to meet synchronously online and/or via telephone
- those who are sight affected to participate using assistive technologies
- those whose language is different than the language of instruction can participate in tandem with translation software

Scheduling

Your ASCILITE webinar moderator will work with you to decide on a suitable time and date for your webinar and will arrange a rehearsal before the live session to allow you to test your content and familiarise yourself with the Collaborate and ASCILITE format for conducting webinars.

This guide provides additional information that will help to ensure your webinar is successful.

Pedagogy

ASCILITE webinars aim to reduce the reliance on instructional approaches to teaching and learning by actively promoting audience participation and interaction. A one-hour webinar session that focuses on transmission and/or poor support material may lead to a rapid disengagement of the audience and a decline in interest. To avoid these outcomes:

- Design your webinar content in such a way that it invites questions, comments and opinions from participants at suitable intervals.
- Use a combination of stimulating materials in various formats to promote engagement and interaction.

While some aspects of each session may involve one-way communication from presenter to participants, an engaging, interactive and inclusive approach is encouraged. In order to achieve this, presenters are encouraged to consider the following:

- Be enthusiastic about your topic
- Introduce the session with an ice breaker
- Clearly explain the objectives of the session
- Ensure that the webinar has a focused topic
- Provide regular opportunities to obtain or give feedback
- Promote frequent discussion among the participants
- Use visual, audio and kinaesthetic methods of instruction
- Provide visual artefacts to enhance the learning experience
- Hand over the (microphone or video) locus of control to participants
- Keep activities simple, short, focused and learner centric
- Sum up the session and signpost future directions

Webinar Chat Function

The instant messaging (IM) chat function is useful for communication during the session to ask questions and to build community. However, it does need moderation and, under normal circumstances, is too much for the session presenter to moderate themselves. For this reason, the session moderator normally assumes responsibility for monitoring the chat function and may from time to time verbally pass information from the chat box to the presenter.

Sample Structures of Webinars

The following webinar formats are a suggestion only and may depend on which version of Collaborate is in use at the time.

1. Themed Session

A themed webinar runs for a maximum of 60 minutes (1 hour) and has a suggested format as follows:

Time allocated	Format
5 minutes	General introduction, reminder of webinar etiquette, introduction of presenter(s) by the moderator
10 minutes	Specific introduction of the topic by the webinar presenter
10 minutes	Learning Activity #1
5 minutes	Brief summary of LA#1
10 minutes	Learning Activity #2
5 minutes	Brief summary of LA#2
5 minutes	Summary of session by presenter and any follow-up
8 minutes	Questions and answers invited by the moderator
2 minutes	Wrap up and thank you to the presenter by the moderator

2. Fika Session

The word 'fika' is a Swedish word that refers to a coffee break with family, friends or colleagues and implies chatting over a break. A 'fika' session will also run for a maximum of 60 minutes (1 hour) but follows a slightly different format as outlined below:

Time allocated	Format
5 minutes	General introduction to a fika session, reminder of webinar etiquette, introduction of presenter(s) by the moderator
45 minutes	Open session – collaborative discussions (presenter and moderator)
10 minutes	Wrap up by moderator

Webinar Etiquette for Participants

There are a number of key issues to consider when participating in a webinar, some of which apply to presenters as well as participants:

- You are in an online environment so keep in mind that what you write and what you say will be recorded.
- Remember that what you say and write may potentially be misinterpreted so consider before uttering
- Listen to the instructions at the outset of the webinar
- Mute your microphone when not speaking
- Respect others in the environment, e.g. do not interrupt
- Use the hand-raising function when asking a question

Connecting to the webinar

Presenters and participants are encouraged to set up their device and sound check their speakers, microphone and/or video controls before commencement of the session. Headphones with an attached microphone are highly recommended, especially for the presenter and moderator. There are several benefits to this:

- It enhances the level of learning and understanding of participants
- It promotes the active participation of attendees
- It generates a higher quality video recording that reflects well on the presenter and ASCILITE

It is also essential for the moderator and presenter to familiarize themselves with webinar etiquette, as outlined below in this guide.

Copyright

Remember that all *ASCILITE Live!* webinars are video recorded. Slides, images, videos and documents displayed are still subject to copyright and legal consideration. Ensure that images used are your own to use, or are open source, and give credit to the author(s) if this is required.

Video recording of webinars

In order to build resources for ASCILITE members, video recordings of all *ASCILITE Live!* webinars are deposited on the ASCILITE website in its video library repository. Access to the video library is available from the website and from ASCILITE's YouTube channel at <http://ASCILITE.org/get-involved/ASCILITE-live-webinars/> and at <https://youtube.com/ASCILITE>.

Appendix

Blackboard Moderator's Guide: http://en-us.help.blackboard.com/@api/deki/files/13656/Moderator's_Guide.pdf

Essentials for Moderators: http://en-us.help.blackboard.com/@api/deki/files/12929/Blackboard_Collaborate_Web_Conferencing_Essentials_for_Moderators_PDF.pdf

Conduct a Session: http://en-us.help.blackboard.com/Collaborate/v12/Moderator/Conduct_a_Session