Webinar Steps and Best Practices

Scheduling the Webinar

1. Submit the Webinar Scheduling Form to chapters@scte.org
2. HQ staff will process the request through our GoToWebinar account.
3. Staff will send a registration link to the chapter's board and the presenter(s), if provided.
4. The chapter will create a meeting notice to send to the chapter's membership copying chapters@scte.org. Email the notice to your chapter members at least 21 days in advance and send at least 1 reminder. Engage local operator and contractor management to get them onboard with supporting the training.
5. Members will register. They will get a reminder email the day and hour before the event.

Preparing for the Webinar

1. Contact Jessica to schedule a test run if you, or the presenter, are new to the GoToWebinar platform.
   a. It's best to hold the test session in the room where the webinar will originate. Test any new equipment. We recommend having a hardline Internet connection and have noticed some companies block GoToWebinar over WiFi.
   b. If anyone who needs to screenshare is using a MAC, follow this process.
2. Touch base with the presenter on the content of the webinar. Review the slides to make sure the content is on-point with the chapter's needs.
   a. Forward the slides to Jessica to be loaded onto the GTW program. PDF format is preferred.
3. Identify who from the chapter will be the host of the event. They will manage the webinar platform, helping presenters and troubleshooting. They must be on a computer, not a phone or tablet.
4. Prepare a few slides to use at the beginning of the webinar:
   a. Benefits of membership and new facets of SCTE (template available in CORe)
   b. How to join SCTE
   c. Upcoming chapter events
   d. Introduce the speaker (ask for photo ahead of time)
5. HQ staff will send customized participant links to the presenter(s) and chapter leaders supporting the event the day before. Do not share these links.

Day-of the Webinar

1. Sign in 15 minutes before the scheduled start time to get set up.
2. A chapter volunteer will serve as the host of the event. Be prepared to:
   a. Welcome members/attendees
   b. Introduce the speaker
   c. Monitor for questions
   d. Talk about the benefits of SCTE membership (optional, worth matrix points)
   e. Wrap up the training
3. When the training is over, close out of GoToWebinar and select "End Webinar for All".

After the Webinar

1. After the webinar HQ staff will run the attendance report and send the list to the attendance reporters.
2. Chapter leaders will review attendance and add any additional participants. They will complete and return a Meeting Report Form.
3. HQ staff will process attendance and the Meeting Report Form, adding points to the chapter's matrix.
4. Attendees will receive a certificate of participation.
5. Chapter leaders can follow up with attendees, thanking them for attending, encouraging them to join SCTE and inviting them to the next chapter event. Copy HQ on the email for matrix credit.