Guidelines for Presenting a Webinar with ECIS Library SIG

Q: What kind of content is good for a webinar, and what are the specifications?

Length

The ECIS Library Committee generally allocates 60 minutes for a webinar. We recommend that you create your presentation to be about 45 minutes long, allowing 15 minutes for questions. If you feel that your content cannot be adequately presented in that timeframe, we can arrange to extend that time by 30 minutes, or it can be split into two webinars.

Format

You are welcome to choose the format of the webinar that will best suit your topic and content. It can be a presentation, panel, discussion, meetup or other style of webinar. Here are some resources on different webinar formats:

[6 Engaging Webinar Formats to Create More Compelling Content](#)

[9 Webinar Formats to Effectively Engage Your Audience](#)

Topics

Choose a topic that is meaningful and timely to international school librarians. It is often helpful to begin with a problem that your potential audience might be having, and then design your webinar around solutions to that problem. Make sure that your webinar has objectives that are action oriented, measurable, and learner focused. The ECIS Library Committee has a list of possible topics that are of current interest to the international school librarian community. It is continually updated and available upon request.

Auditory Content

Make sure that your auditory content is strong and interesting. Although it is good practice not to read slides to your audience in any presentation, this is particularly true of webinars. Make sure that

your voice is enthusiastic and natural; a smile can usually be heard even if it can't be seen. A prepared script, however, can be very useful for keeping yourself on track, particularly since there are no audience cues.

Visual Content

Create visually appealing slides, avoiding bullet points whenever possible. Suggested content includes multi-colored graphs, tables, and screen shots that demonstrate the points of your presentation. It is also possible to share your desktop, so live demonstrations are possible.

Timing

It is recommended that you break your webinar into 15-minute segments with an interactive transition, such as a poll or a few audience questions, in between segments. Think about how much time you spend on each slide, since that is all that your audience can see; 2 to 3 minutes per slide usually gives the audience enough time to absorb the slide's content without becoming bored.

Location

It is best to find a comfortable and quiet location where you will not be interrupted during your presentation. Please remember to silence all phones (cell and desk phones) and any applications on your computer that make noise. It is best to close all applications you will not be using during the webinar. When considering potential co-presenters, remember that it is not necessary that presenters and moderators be in the same location during the webinar.

Q: What kind of support does the ECIS Committee and ECIS provide?

Webinar Coach

A webinar coach will arrange a time with you to explain the software and help you get some hands-on practice. After this initial session, there may be a formal practice session with the webinar coach and webinar moderator(s) where you can practice your webinar from start to finish. The webinar coach will also help to solve any technical issues that arise before or during the webinar.

Webinar Moderators

One or more members of the ECIS Library Committee will be present during your webinar to introduce you before you begin and thank the audience afterwards. They can also help moderate questions for you during the webinar. Moderators usually attend the practice session with the webinar coach.

Q: How do I interact with an audience I can't see or hear?

Introduce Yourself

Early in your presentation it is a good idea for you to introduce yourself. We have also found that including a photograph of yourself helps give the audience a sense of who is speaking. Some presenters have also included pictures of their institutions or towns/cities as a way of adding a personal touch. Personal anecdotes and real-world experience can add additional flavor.

Polls

Some presenters have used polls at the beginning of a webinar to gauge the audience's experience. Polls also make a good transition between topics and can be used during the webinar for opinions and feedback, reminding attendees that they are part of a larger group of people watching the webinar.

Questions

You should decide ahead of time when you would like people to ask questions. We recommend that you ask audience members to type their questions rather than ask them since we cannot verify the microphone settings for the attendees or if they even have microphones. It is also helpful if the moderator keeps track of questions and reads them aloud. This allows the presenter to focus on answering and is an auditory cue to the audience that someone is asking a question. Questions that are not for the entire audience (technical difficulties during the presentation, for example) can be answered privately by any of the moderators typing a response.

Q: What kind of software is used for the webinar?

ECIS uses Zoom for the webinar series. After your webinar has been approved, a practice session may be scheduled by the webinar coach.

Q: What kind of hardware will I need?

Along with a computer, you may need a microphone to present the webinar. Some people also prefer to use headphones. A headset with an attached microphone allows you to have your hands free during the presentation.

Q: I have a great idea for a webinar! What steps do I need to take next?

1. Submit your idea

Use the online form at https://forms.gle/8Y1j5S2kaJhahESd7. The ECIS Library committee will review your proposal and contact you about its status.

2. Logistics

If your webinar is approved, you will be contacted about setting dates for the webinar practice session and for learning the webinar software. You may also be asked to prepare more detailed information for the committee. The ECIS Library Committee along with the support of ECIS will advertise your upcoming webinar by making announcements on various social media and library platforms. Other marketing initiatives may also be done. You also are encouraged to advertise your upcoming webinar through your own professional learning networks. Any graphics needed for marketing purposes will be produced by ECIS.

3. Run-through

About a week before the webinar, there may be a run-through with one or more committee members to make sure that everything is set to go for the actual webinar.

4. Log in

On the day of the webinar, the presenter(s) and moderator(s) will sign in to the webinar software about 15-30 minutes before the scheduled start time. This will be arranged in advance with ECIS and your Library Committee contact. The presentation may be recorded and sent to registered attendees after the completion of the webinar. The link to the recording may also be posted by ECIS on various platforms, such as the ECIS Library web page and the ECIS YouTube channel.

5. Feedback

After the webinar, attendees will be sent the link to a standard online survey. The results of that survey will be shared with you. The survey is designed by the ECIS Library Committee. If there are any questions the presenter(s) would like to add to the survey, this can be discussed and arranged in advance with the ECIS Library Committee.

Bibliography

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