## Webinar Planning and Production Process

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Steps/Instructions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>4-6 weeks before webinar</strong></td>
<td>- AAFCS will take care of marketing and registration for the event.</td>
</tr>
</tbody>
</table>
| **30-minute introduction to webinar platform** | - AAFCS staff will take the presenter on a "tour" of the webinar hosting platform.  
  - At this time the presenter may wish to make some changes to their presentation to take advantage of platform capabilities.  
  - AAFCS is happy to schedule additional time for the presenter to "play" with the platform to gain familiarity. |
| **2 weeks before webinar** | - Presenters must use PowerPoint for presentation. The PowerPoint size may not exceed 25,000 kb.  
  - Video's and internet links may NOT be included in PowerPoint. Internet links can be set up outside the PowerPoint presentation as a resource.  
  - Based on formatting, timing or other concerns, AAFCS may ask the presenter to make some changes to their presentation.  
  - Some form of audience engagement is required for every webinar. Typically this is in the form of an Audience Polling question. Include polling questions to use during presentation in the PowerPoint.  
  - AAFCS is happy to work with the presenter to come up with questions or other forms of audience engagement.  
  - Sometimes attendees are "shy" about starting the Q&A, so we have found it helpful for the presenter to prepare a few "seed" questions in advance to help get the conversation started. |
| **1 week before webinar** | - Conduct Practice Presentation (Presenter will be sent the phone number and code to use to access the practice session and the live session prior to this meeting).  
  - The session allows the presenter to go through the full presentation. Even if the presenter has previous experience with the presentation, this session is required due to the nature of online presentations.  
  - It is best to reserve 1.5 hours for this practice session. |
| **Day of webinar** | - Presenters are asked to log on 30 minutes before start time to ensure all technical elements are working. You will need to use the phone number provided for the practice session to call in for the live event. |

**Thanks !!**

Email completed submission forms to webinars@aafcs.org