

## TOP TIPS ON HOW TO DELIVER A NETWORK WEBINAR

Webinars are the most known and common online event and have currently replaced live events during the pandemic. Best thing about webinars is that the speaker and the audience can be anywhere and they are more accessible to members across the globe.

### Webinar timings and formats

- CFA UK webinars usually take place on Tuesdays, Wednesdays or Thursdays at lunch time or late afternoon / early evening
- We recommend about 45 minutes in total including Q&A
- Speakers can just present to a webcam and/or use slides
- You can have more than one speaker and switch between them during the session
- We recommend managing the Q&A as written questions with the moderator posing them to the speaker
- Most webinars are recorded, and content reused in CFA UK Discover Learning platform

### Webinar Schedule

The Events team would have already informed your volunteer group of when they hope to see you deliver webinars for the year.

If you are unsure of how many webinars your group has been asked to deliver and when, please contact the Events Team [events@cfauk.org](mailto:events@cfauk.org)

### Easy steps to deliver a webinar

1. Define your objectives – what do you want people to learn from your webinar?
2. Refine your objectives and select a title and description that gives the key learning points
3. Get in touch with the events team ([events@cfauk.org](mailto:events@cfauk.org)) to discuss your webinar and secure a date and time – get in touch at least six weeks ahead of your preferred date window
4. Secure a speaker or speakers who can deliver on your objectives (see ***Top tips for approaching a speaker***)
5. Refine the format – who will introduce and moderate? Will there be slides?
6. Provide the events team with full details of your webinar so it can be marketed to gather bookings
7. Put the events team in touch with your speakers so they can ensure they have the right information and CFA UK's speaker permissions form so we can make a webinar recording
8. Add the webinar as an external registration event on your Network page and invite your Network members
9. Help to market the webinar through social media and your connections
10. Help the events team to organise a test ahead of the webinar – this ensures that the speakers have the right technical set up including webcam, microphone etc.
11. Attend on the day, perhaps in the role of the chair and moderator.
12. CFA UK will host on their Zoom webinar licence and will provide technical support

