



CALIFORNIA  
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# How to Host an Engaging Webinar

*July 8, 2020*

**You asked:**  
What happens when I raise my hand?

18:03

**Molly Parker answered:**  
I can take you off of mute.

18:04

Please input your question

☐ Send Anonymously

Send

Audio Settings ^

Leave Meeting

# WHAT WE'LL COVER

**Setting  
Yourself Up  
for Success**

**Outreach  
Strategies and  
Tools**

**Delivering  
Engaging  
Content**

**Zoom Webinar  
Admin  
Demonstration**



**Presented by Tia Lebherz**  
California Water Efficiency Partnership

# Setting Yourself Up for Success



# Setting Yourself Up for Success

**Defining your goals**

**Choosing a platform**

**Assembling a team**

**Picking a date and time**

# Setting Yourself Up for Success

**Defining your goals**

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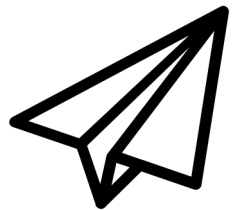
Picking a date and time



Who is your audience?



Pick 3 takeaways



What is the follow up action?

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# What to consider when choosing a platform:

- What features are important to you?
- How easy is it to access? (consider your audience)
- What kind of security does it offer?
- How much does it cost?
- What is the attendee capacity?



# Setting Yourself Up for Success

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Choosing a platform

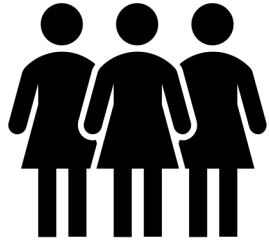
**Assembling a team**

Picking a date and time



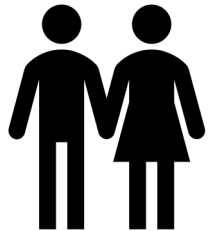
# Host

This person is responsible for starting and stopping the webinar, launching polls, unmuting participants, and can share their screen.



# Panelists

These people have the ability to share their video, unmute themselves, see all the questions that come in and respond to them, and share their screens.



# Support

These people are helping the host behind the scenes. They can either be made “co-hosts” or enter as panelists. The support team should stay on mute and not enable their video but can answer IT questions that pop up from attendees and alert the host of any issues.

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**Picking a date and time**

# What to consider when selecting a date/time



- Who is your audience?
- What else is happening in the world?
- Webinar length – no more than **90 minutes** if possible or expect drop-off.
- Can it be a lunchtime offering?
- Evening trainings?

# Outreach Strategies and Tools



# Online Strategies and Best Practices



## Email Invitations

- Subject lines are key! Increase open/click rates
- Single asks – **bolded and up top**
- Include in newsletters too – multiple touches
- Follow up, follow up, follow up, use online tools to help target.

## Social Media

- Photos/graphics boost post algorithms
- Share, like, comment!
- Tag similar organizations to help promote

# City of Sacramento “Break Up with Your Lawn”

Outreach Strategy	# of registrations
<b>Single-subject email and “City Minute”</b> <i>The city sent an email with one ask to register for webinar followed by an e-newsletter about a week before</i>	535
<b>City Employee Sharing via networks</b>	452
<b>Social Media</b>	66
<b>Bay Area Water Agency link</b>	16
<b>Regional Partner Outreach</b>	39
<b>City Water Conservation website</b>	13
<b>Other</b>	3
<b>Total</b>	1,134



*Hot tip: Use Zoom tracking urls!*



# Delivering Engaging Content



***"Luke, you must learn the ways of the force"***



***"I'm ready, Obi Wan."***



***"Ooooookay. Let's see here. After you've logged in, you're gonna want to go to the student portal and click Jedi...."***

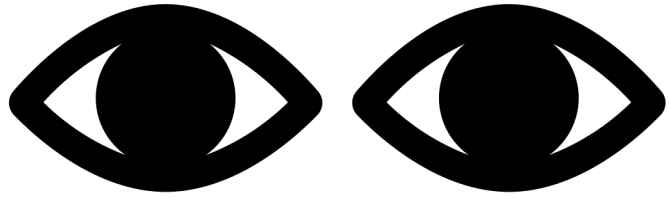


## ***Keeps attendee's attention!***

- Add extra visuals
- Photos and interesting graphics
- Use humor/unexpected images
- Change up speakers
- Provide breaks if long

## ***Plan for engagement***

- Polling is great
  - Use ice breaker at beginning for practice
- Q&A and Chat Function
  - Build in ample time
  - Upvoting



## Things to watch out for...

- Videos don't work very well via screen share because of delays
- Speak slowly and with intention
- Try not to use a script (we can all tell, and it gets boring)
- Practice, practice, practice!! Then practice again.



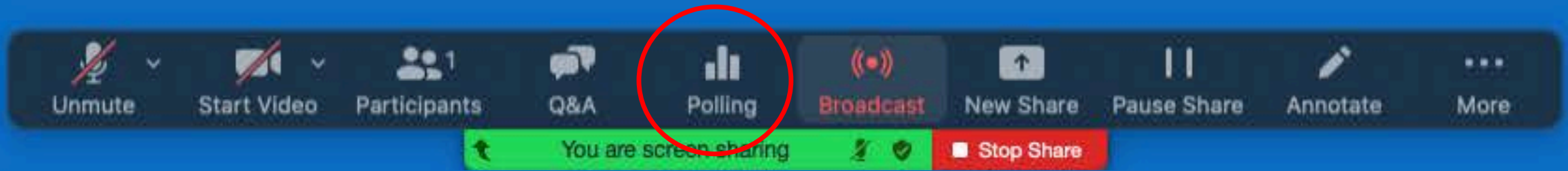
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*QUESTIONS?*



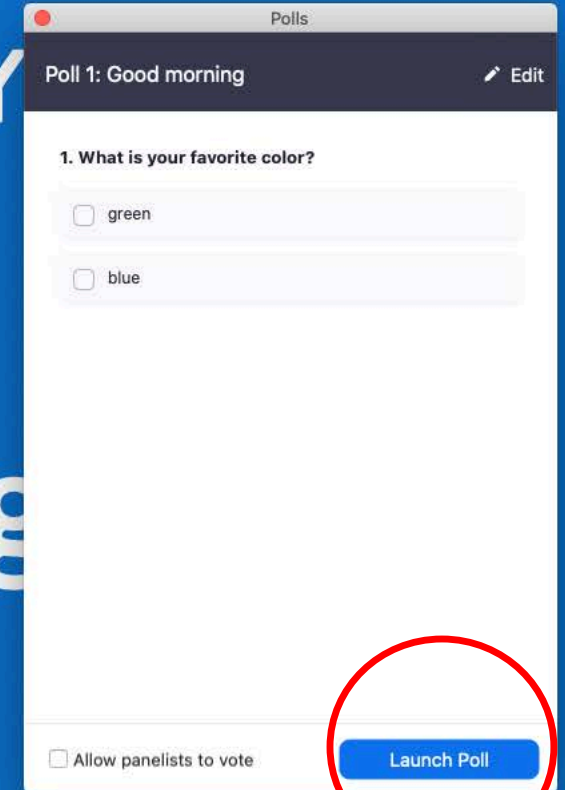
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# Zoom Webinar Demonstration



**When a host clicks on the polling function, the available polls pop up, as seen here.**

**Attendees will not be able to see the polls or vote until they select “Launch Polls”**



*July 8, 2020*



**This annotate button allows the person sharing their screen to use a highlight on their cursor, draw on the screen, or circle important information.**

A screenshot of a Zoom poll window titled 'Polls'. The poll is titled 'Poll 1: Good morning' with an 'Edit' link. The question is '1. What is your favorite color?'. There are two radio button options: 'green' and 'blue'. At the bottom, there is a checkbox for 'Allow panelists to vote' and a blue 'Launch Poll' button.

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