Webinars – Steps to Preparing

Determine who your target group is - either

- Students who you have made an offer to already and you want to give the final sell.
- Open to any student who may be interested in your program (have not necessarily put an application in yet).

Steps for students you have made an offer to (already have the email addresses and details of the students).

1. **Using FluidSurveys Or EventBrite** – send to them 5 questions before the webinar to find out what they want to know from the webinar and what we want to find out to help plan the session (ie what do they need to know about Queen’s and the program and attributes they are looking for to help them decide to come). If you are wanting them to interact other than via the chat room, make sure they have a computer with a camera and a microphone. If not they want to send in a photo and short blurb on themselves (name, current school, current degree, why wanting to do program). You can give them the URL and details to sign in to the webinar or do this later.

2. **Determine** who is going to be presenting at the webinar and prep them accordingly.
   - Faculty – if talking about research they are doing, put it in terms of “why” they are doing that research and what would be the application of it in the real world.
   - Current students – what are the positive experiences they have had both in the program, at Queen’s and Kingston. If they have families with them perhaps talk a bit about that.
   - Who looking after chat room
   - Who is IT back up

3. **Slides** – make them interesting and only use if you need to.

4. **Work out the framework of the session. Don’t put times on it, just who is talking when.** Eg
   - Introductions of Queen’s panel
   - Have students introduce themselves
   - Welcome by Dept Head or someone from the program
   - Answer some of the student questions from the survey
   - Overview of the program
   - Faculty talk about the research possible.
   - Current students talk about their experiences
   - Finish off with Q&A – via the chat room

5. **Choose your venue**

6. **Set up the webinar tool accordingly and do a test run.**

7. **Send out a final reminder (or not done in survey, details of how to sign in).**

8. **Follow up after webinar with a thanks for attending and if you think of any other questions, call us.**