Guide to Holding a Webinar

Recipe for webinar success

Set up:
- Use a hosted web conferencing service – eg WebEx, Go to Meeting, Elluminate
- Have a webcam (don’t just use your computer inbuilt camera
- Have an audio headset (better quality to the audio)

Plan
- Have a Communication Plan – how are you getting to get students to know about your webinar series. Eg email blasts, post cards, web presence, social media.
- Set realistic expectations – it takes time for people to get to know the importance of your webinars. Don’t get discouraged and seek ways to improve your communication plan.
- You must be committed – set a webinar schedule and stick to it.

Target groups for Webinars
- Who is your audience?
- Where are they located (local, national, international)?
- Do you have a database that could be used for this purpose?
- Prospective graduate students, current students or alumni

Considerations for Prospective students
- **Frequency:** Monthly open chat sessions
- **Timing:** Consider two different times on scheduled days to attract international students (e.g. 9:30 a.m. to cater for time zone differences) and one for domestic students (e.g. in the evening to cater for those with families or working during the day).
- **Webinar participants:** Consider inviting some
  - current students to join a session for testimonials
  - alumni to join a session for testimonials
  - faculty to join a session
- Consider one-on-one meetings with a prospective student - for personal interviews

Get alumni involved in recruitment and provide them a Webinar session
- Group presentation to alumni around the country/world
- Allows for consistent messaging if you need their help at any time

For students who accepted an offer
- Use for Q&A session
- Welcome to the program/university
- Communicate any key information that they need to know
For pre-departure information – keep the personal touch

- Keep connected and provide students with information they will need to know before they arrive on campus.
- Another opportunity for a Q&A session as time gets closer to the start of the academic year.
- Explain areas like how to register, photo ID, orientation.