



STATE OF NEW YORK
OFFICE OF THE STATE COMPTROLLER

Webinar
(Web-based seminar)

What is a “Webinar”?

- a presentation, lecture, workshop or seminar that is transmitted over the web
- **Key feature: interactive elements -- the ability to give, receive and discusses information.**

Requirements

- Telephone – preferably a speaker phone
- Computer
- Internet Connection
- Software – supplied by a vendor

Features

- Production services, including automated invitations, tech support, and host/moderator
- Slide presentations (PowerPoint)
- Annotation (allowing the presenter to highlight or mark items on the display)
- Text Messaging
- Live discussions
- Application sharing - participants can cooperatively manipulate a spreadsheet on the presenter's computer
- File sharing
- Web co-browsing
- Polls and surveys
- Recording for later playback

(over)

Advantages

- **Allows narrow focus on target group and topics to be covered**
- **Eliminates travel**
- **Speaker phone allows multiple users at a single site**
- **Requires fewer staff resources than on-site presentations**
- **Programs are short – 90 minutes or less**
- **Relatively inexpensive**
- **Moderator and technical support are available from software company**
- **Allows for repeated views by external and internal staff**

Tips

- **Follow up after each step (invitations, registrations, materials, software installation) by phone**
- **Send copies of presentation and support materials ahead of time – as a reference, as a take away document, as a backup if something goes wrong**
- **Make use of your moderator and tech support**
- **Practice, practice, practice**
- **When you feel ready – demo for the bosses**
- **Beware network traffic (post break time) and software pushes**
- **Have one of your staff sign in as a participant – see and hear what the audience sees and hears**
- **Allow a few minutes between sections for the audience to submit questions**
- **Send written copies of the questions and answers to participants after the seminar**

Note: Talking Heads Are Dull!

What We Did

- **90 minute webinar for County Treasurers and their staffs**
- **55 people from 35 counties participated, plus our staff**
- **Focus – reporting items correctly to make claiming easier**
- **Sent copy of presentation, Handbook and reporting software ahead of time**
- **Formal presentation, followed by Q & A**
- **Conducted automated exit survey**
- **Made recorded presentation available on-line to all after the seminar**

Cost

- **\$2,173 plus materials**

For More information contact:

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