This document is comprised of supplemental worksheets to accompany the online modules available at Designing Effective Webinars, a boot camp on webinar design for engagement. The site offers step-by-step modules on the planning, design and implementation of synchronous online sessions focused on the content from start to finish. Use these worksheets to help you breathe new life into your webinars and eMeetings, maximizing participant attention, activity and enthusiasm to help meet your instructional objectives. You can find the accompanying modules at http://www.adesinamedia.com/webinars.
AUDIENCE ASSESSMENT

Answer the questions below with regards to your target audience for your webinar. If you have trouble answering any of the questions, you may consider asking for this information in a registration form or pre-assessment activity.

Who will be participating in this webinar? What do they do?

What do they currently know about the content being presented? Is this prior knowledge consistent for everyone attending the webinar?

Have they taken any other related classes or workshops?

How will these previous classes or workshops correspond with what will be taught in this webinar?

What are the overarching learning needs for this group of participants?

How will the anticipated material presented meet these learning needs?
PURPOSE OR GOAL STATEMENT

Write your purpose or goal statement for the webinar below. If there were only one concept or idea that you would like your audience to take with them at the end of the session, what would it be? This idea or concept should be referenced or explained in your goal statement.
LEARNING OBJECTIVES

List the learning objectives for the lesson below, making sure to include outcomes and givens.
DESIGN DOCUMENT

Complete the following sections below to produce a design document outlining the creation of your webinar.

Overview
Give a brief description of the project and the main purpose.

Learning Objectives
Feel free to simply copy in the learning objectives that you wrote down on the Learning Objectives worksheet.

Activity Rationale
Briefly explain why the material to be presented in the lesson is relevant to learner goals and needs.
Target Population
Elaborate on your answers to the questions on the Audience Assessment worksheet.

Learner Motivation
Explain why your target group of learners will be engaged by the material to be presented.

Prerequisites and Prior Knowledge
Note if any special materials, courses or prior knowledge are necessary to complete this lesson.

Context and Setting
Describe how you will deliver the presentation and where instruction will occur.

Assessment Activities
Briefly mention any assessment activities that will be delivered as part of the lesson.
Technical Requirements
Make a note of any special technical requirements for both the presenter and learners in terms of completing this lesson.

Evaluation Process
Describe the process you will use to evaluate the effectiveness of instruction.
**AGENDA FOR WEBINAR**

Fill in the chart below with the activities that you would like to include in the webinar. Some suggestions would be: Introductions, Presentation, Demonstration, Question and Answer, Poll, Breakout Discussion, Chat.

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00</td>
<td>Introductions</td>
<td>5 minutes</td>
</tr>
<tr>
<td>9:05</td>
<td>Presentation</td>
<td>30 minutes</td>
</tr>
<tr>
<td>10:05</td>
<td>Breakout Discussion</td>
<td>15 minutes</td>
</tr>
<tr>
<td>10:20</td>
<td>Poll</td>
<td>2 minutes</td>
</tr>
<tr>
<td>10:25</td>
<td>Question and Answer</td>
<td>10 minutes</td>
</tr>
<tr>
<td>11:15</td>
<td>Chat</td>
<td>5 minutes</td>
</tr>
</tbody>
</table>

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http://www.adesinamedia.com/webinars
# SESSION LOGISTICS WORKSHEET

Name of Session:

Target Number of Participants:

Presenter Name(s):

Facilitator/Producer Name(s):

*Using the activities listed on the Agenda Worksheet, complete the following chart, assigning a time to each activity.*

<table>
<thead>
<tr>
<th>Activity</th>
<th>Duration</th>
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<tbody>
<tr>
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<tr>
<td><strong>Total Time</strong></td>
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</tbody>
</table>
SYSTEM SELECTION WORKSHEET

I need the following functionality for my webinar:

- Whiteboard
- Chat Box
- Attendee List
- Recording
- Polling
- Screen Sharing
- Video Feeds
- ___ # of Participants
- Mobile Access
- Screen Control
- Presentation Sharing

Other (List Below)

- __________________________
- __________________________
- __________________________
- __________________________
- __________________________

I have chosen to use __________________________ as it supports most/all of the needs listed above and aligns with the budget for this project.

I have chosen to employ the following technology in addition to the application listed above as a means of rounding out the technical needs for the presentation:

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PRESENTATION DESIGN WORKSHEET

Layout
- Headers are prominently displayed
- Visual hierarchy created between text and content
- Images relate to content
- Focal point set on all layouts
- No more than 5 points (i.e. bullets) presented at a time
- No more than 7 words presented per point
- KISS your layouts (Keep it short and simple!)
- KILL your layouts (Keep it large and legible!)

Typography
- Font doesn’t detract from slide design
- Font is available on presentation computer (or even better, you are using system fonts)
- Use of different fonts kept to a minimum
- Fonts are legible

Color
- Background color doesn’t detract from presentation (or hurt the viewers)
- Text color creates visual contrast with background
- Images and template colors are coordinated
- Color reflects the mood of your presentation

Multimedia and Interactive Elements
- Multimedia elements are used to engage the viewer (and not enrage them)
- Animations and effects do not detract from presentation
- Use video, audio and interactive elements to improve presentation
- Use engagement activities to keep users involved

Preparation and Presentation
- Print out your notes
- Rehearse your presentation
- Backup your presentation in more than one way
- Test your equipment
- Don’t read your content off the screen
- Sources are credited
- Blacken your screen or hide imagery to bring focus back to you
- Be ready to adapt on the fly
PRE/POST-ASSESSMENT WORKSHEET

Use the fields below to list your pre-assessment and post-assessment questions for your webinar. Describe the delivery mechanism for each below the list of questions (i.e. pre- or post-survey, chat box, poll).

Pre-Assessment Questions

Delivery Mechanism:

Post-Assessment Questions

Delivery Mechanism:
TECHNICAL INSTRUCTION WORKSHEET

Write out the necessary steps for accessing the webinar below.

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REGISTRATION WORKSHEET

Write out the fields that you would like to include on your registration form.

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Communication Timeline
List the order of communications that you plan to send out in conjunction with your webinar, from marketing to sending technical instructions to sending a follow-up after the session.

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# NINE EVENTS OF INSTRUCTION WORKSHEET

_Briefly describe how you plan to meet Gagne’s Nine Events of Instruction with your presentation and engagement activities:_

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
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<tbody>
<tr>
<td>Gain Attention</td>
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<td>Inform of Learning Objectives</td>
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<td>Stimulate Prior Knowledge</td>
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<td>Present the Content</td>
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<td>Provide Guidance</td>
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<td>Elicit Performance</td>
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<tr>
<td>Provide Feedback</td>
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<td>Assess Performance</td>
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<tr>
<td>Enhance Retention/Knowledge Transfer</td>
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</tbody>
</table>
**ENGAGEMENT ACTIVITY WORKSHEET**

In the boxes below, list the activities you will include in your session, what your learners will do, and how the task will meet your learning objectives. Be sure to include both introductory and concluding activities as needed.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Product or Deliverable</th>
<th>Learning Outcome</th>
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<tbody>
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</table>
EVALUATION PLAN

Overview
Give a brief description of the project to be evaluated and the main purpose.

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Evaluation Questions
List the questions that this evaluation will seek to answer.

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Methods
Describe the methods that will be used to collect the data for the evaluation.

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Results
Present the results of the data collection.

Analysis
Briefly analyze the implications of the data collected in relation to the evaluation questions.

Summary
Summarize the findings, provide answers to the evaluation questions and discuss future plans.