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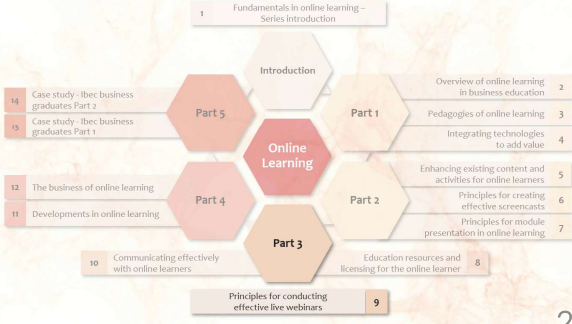
PRINCIPLES FOR CONDUCTING EFFECTIVE LIVE WEBINARS



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1

Series summary and talk position



1 Fundamentals in online learning - Series introduction

14 Case study - ibec business graduates Part 2

13 Case study - ibec business graduates Part 1

12 The business of online learning

11 Developments in online learning

10 Communicating effectively with online learners

Introduction

Part 5

Part 4

Part 3

Part 2

Part 1

2 Overview of online learning in business education

3 Pedagogies of online learning

4 Integrating technologies to add value

5 Enhancing existing content and activities for online learners

6 Principles for creating effective screencasts

7 Principles for module presentation in online learning


8 Education resources and licensing for the online learner

9 Principles for conducting effective live webinars


2

What is a webinar?

(WEB-based semINAR)
A workshop or lecture delivered over the Web



One way webcast
Best if you just need to deliver content

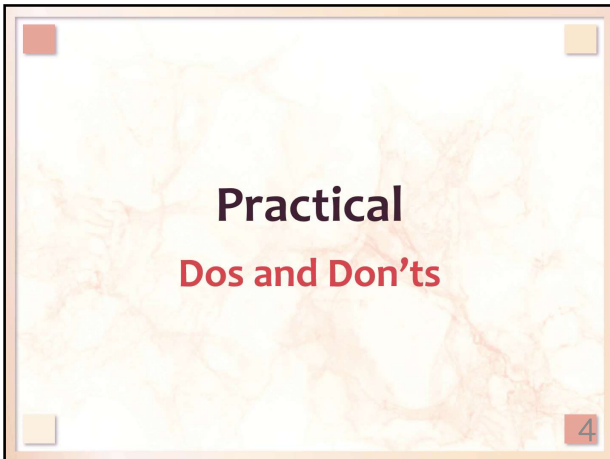


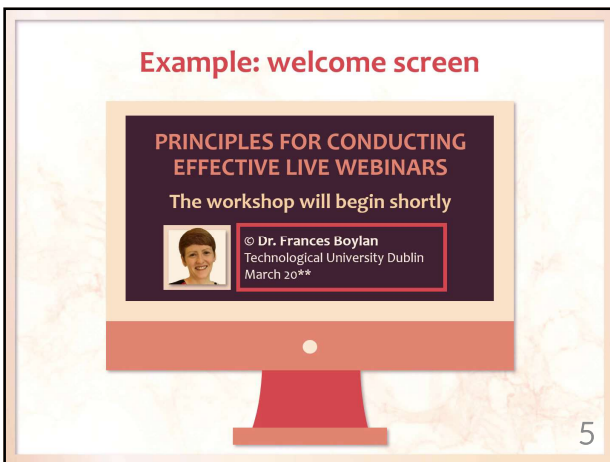
Interaction
Best if it's the only time you meet your online students

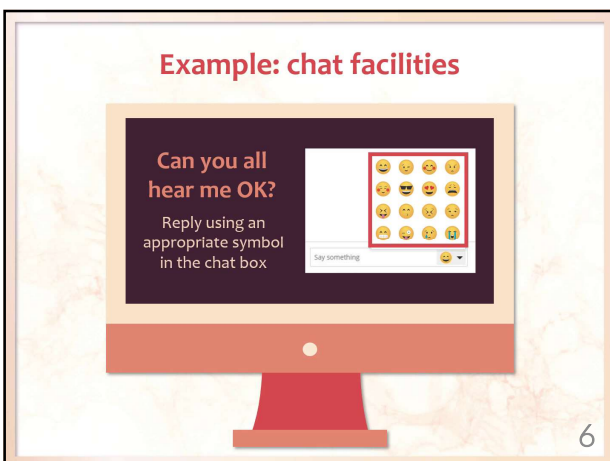
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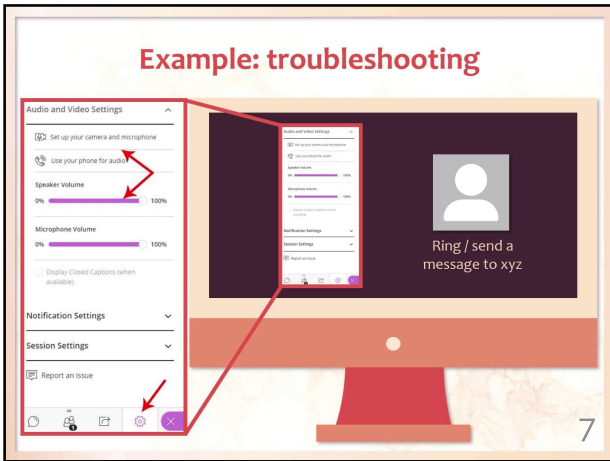


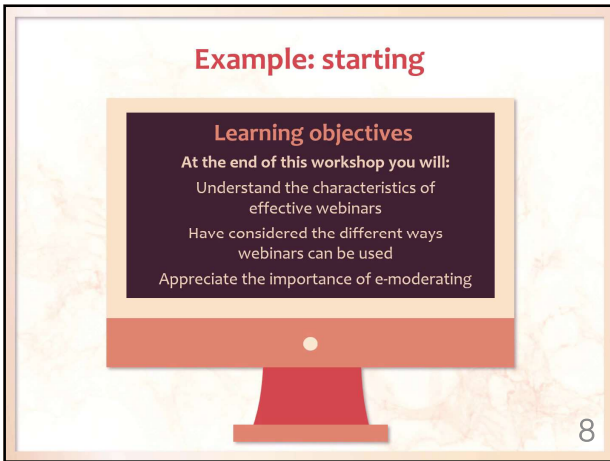


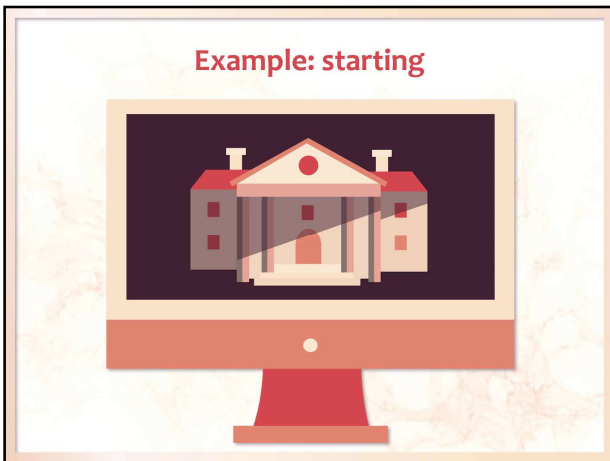




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Interface tour

 Where the features are	 How to find chat facilities	 If you can see all chat messages
 Raise virtual hand for participation	 Keep mic muted	 No video

9

Active learning
“doing” opportunities

10

Active learning: “doing” opportunities

- Answering questions (interactive tutorial style)
- Getting discussions going
- Facilitating group work/assessment
- Brainstorming ideas
- Collaboration
- Student-led presentations
- Guest speakers

11



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Tools for doing this during webinars

Polls

1 2 3 4

12

Tools for doing this during webinars

Emoticons

😊 😡 👍 😞 😴

Tools for doing this during webinars


Whiteboard



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Tools for doing this during webinars

Actually talking!




Tools for doing this during webinars

Actually talking!



Tools for doing this during webinars

Actually talking!

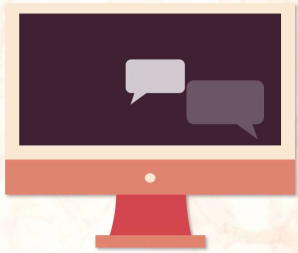




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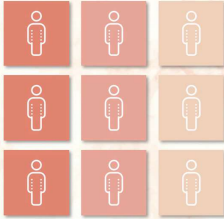
Tools for doing this during webinars

Actually talking!



Tools for doing this during webinars

Breakout groups



Tools for doing this during webinars

Breakout groups





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F2F vs. webinar

- Experience is not stimulating
- Being there is not of any real value
- Not interactive
- Their expectations aren't met

13

For an effective webinar...

- Be prepared to lose control
- Encourage back chat
- Call on people by name
- Get personal
- Allow students to revisit

14

eModerating

'A moderator is a person who presides over a meeting. An **e-moderator** presides over an electronic online meeting or conference, though not in quite the same way as a moderator does'

Salmon, E-moderating: The Key to Teaching and Learning Online. 2004: p.4

15




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eModerating

- Planning and preparation is key
- Participate/observe others in action
- Don't be afraid to admit inexperience
- Learn from mistakes
- Learn from students
- Get a buddy to do it for you! 😊

Some final webinar tips



Anticipate technical problems

- Send students a guide on how to access and use the program
- Encourage students to log in before the webinar starts
- Check internet downtime schedule in your area
- Test your webinar with your colleagues beforehand
- Highlight to potential students that they must have a PC/Laptop/Mac, a headset, a mic and a decent internet connection

16
