

# Successful webinar –How does it work?

Webinar 29.09.2020 10:00-11:30

Northern Europe's largest city network invites you to a webinar about the successful organization of online events.

1. Fundamental differences between live event and webinar
2. Technical aspects
3. Planning the process
4. Interaction with the attendees
5. Rhetorical aspects
6. Digital backup of results

## Agenda

Tuesday, 29.09.2020

### 10:00 Welcome

Wolfgang Schmidt, Chairman UBC Smart and Prospering Cities Commission

Annelie Herwig, Communication Expert

### 10:05 Preparation

1. **From the presence event to the webinar - fundamental differences**
  - What is a webinar?
  - Drawbacks and opportunities
2. **Technical aspects**
  - Which technical requirements do I need: camera, mikrophone, setting
  - How to deal with a technical slip-up (Zoombombing)

### 10:30 Ask Annelie

## **10:35      Operation**

### **3.      Planning the process**

- From topic to webinar
- Schedule suggestion
- Break preparation
- Software skills (how to use Zoom Premium)
- Change of methods
- Inform E-Mail for the attendees
- Ask for an assistant

### **4.      Interaction with the Attendees**

- White board
- Group chat
- Split screen
- Live-analysis
- Live-survey

### **5.      Rhetorical aspects**

- No eye-contact: keep it simple and involve your Attendees
- Clear statement
- Demand confirmation from the attendees
- Sound of your voice
- Practice

## **11:00      Ask Annelie**

## **11:05      Postprocessing**

### **6.      Digital backup of results**

- Handout
- Record your webinar

## **11:30      End**

## **Who is Annelie?**

Annelie Herwig is a highly experienced communication expert, rhetoric trainer and coach. Before joining Hartmann in Berlin, she was rhetoric trainer for executives at Amazon. Annelie has a master's degree from Martin Luther University in Halle and lives in Leipzig, Germany. Superhappy to have you with us, Annelie!

## Your host

Wolfgang Schmidt is chairman of the UBC Smart and Prospering Cities Commission since 2009. UBC is an alliance of 70 cities of the Baltic Sea Region and the biggest city network in Northern Europe. Wolfgang is responsible for the international economic affairs of the city of Kiel, Germany. He was Secretary General of CECICN, a network of 500 European cities. Wolfgang holds a Master degree from Kiel University.