



How to Plan for and Organize a Webinar for gLOCAL 2020: A Checklist

Once your proposal to host an event during gLOCAL 2020 is accepted, please refer to the following checklist to organize a virtual event.

#	Checklist item	✓/✗
1	Determine what your goals for the webinar are and what you are hoping to achieve.	
2	Identify your primary and secondary/ tertiary target audiences and their preferred means of online engagement, if possible.	
3	Update your gLOCAL Event page to include your webinar link in the location. Be sure to update this page if there are any changes to your event such as date and time or speakers.	
4	Advertise your webinar through different online channels, including your website, social media, email listservs, etc. Include a link so participants can register on the gLOCAL website.	
5	Create the content and structure of your webinar keeping it as interactive and collaborative as possible. See guidance on best practices for hosting webinars.	
6	Send email reminders and social media messages to registered participants as part of pre-event engagement to share information about the webinar, any content you would like them to go over, collaborate on, or get some pre-event feedback on, e.g., using whiteboards, or questions you would like them to reflect upon ahead of the webinar. See guidance on using different interactive tools for webinars for more.	
7	Adjust the design and structure of your webinar depending on the number of registered participants. For example, for a larger group of participants, consider using breakout rooms. See guidance on using different interactive tools for webinars for more.	
8	Conduct your webinar. Stream it through social media platforms, such as Facebook Live or your YouTube channel. This will ensure that your event reaches your social media followers, including those who are not registered participants of your webinar.	
9	After the webinar, continue engaging your audience through post-event items such as sharing highlights of the webinar, recording of the webinar, links to relevant articles, etc.	

