

# Host a Webinar

## Introduction:

Are you interested in engaging an audience virtually? Are you looking to reach different people through an online platform? If you answered yes, then you're on your way to creating a webinar. Webinars are a great way to share your message with new people, but how do you run a successful webinar? How do you reach your goals and broaden your network on the way? This quick guide will help you run a successful webinar.

## Checklist:

- **Create your idea**

As simple as that. Once you have the idea, try to define a specific focus and background of your topic. Create the objectives, or what you want people to learn, and who your audience is. These ideas should be no more than three ideas and should be concise.

- **Fill in our concept note**

Fill out the concept note found on page 2 to help organize the details of the webinar on one page.

- **Organize and format how you will run your webinar**

How long will it be? How long will each speaker talk, or how much time will be allowed for each topic? What is the flow of your presentation, and how do the different viewpoints, speakers, or subjects weave together? Helpful hint: Think of ways you can make your webinar engaging/interactive.

- **Create your webinar team**

Contact the people you want to be engaged in your webinar. Think beyond just the speakers. Think of who might help with the technology or monitor the chat, who can help run the webinar, and who might take on advertisements for the webinar.

- **Finalize a webinar platform**

Platforms like Zoom have high audio, video, and recording quality to make your webinar successful. Create or acquire information about a school account or make a personal account. Be sure to communicate to attendees and speakers if it is going to be a recorded webinar.

- **Contact**

It's also important to contact people that may be interested to hear about your subject matter. Think of contacting schools, educators, like-minded organizations, students, youth, and other stakeholders. You can never engage too many people. Be sure to provide contact information, a date, time, and registration link, as well as the weblink to access the webinar.

- **Create a Social Media campaign**

Make sure to utilize social media and advertise as much as possible. We suggest using Instagram, Facebook, LinkedIn, and your website. Again, be sure to provide them your contact information, date, time, registration link, and weblink to access the webinar.

- **Contact KCI**

You can contact us at: [programs@theclimateinitiative.org](mailto:programs@theclimateinitiative.org). We can help with your concept note, contacts, and much more. Please share your experience with us! Check out our previous webinar examples on our [YouTube](#) channel and below:

- o [Our Changing Winters](#)
- o [TCI & Bigelow Labs: Gulf of Maine Climate Action](#)
- o [Hope on the Horizon: How Maine and the Nation are moving forward for our climate](#)

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## Concept Note Template

Background and Focus

**Title:**

**Date & Time:**

Objectives

Target Audience & Target Reach

Speakers

Webinar Run of Show

Webinar Format

Duration

Technology