



# **The Pennsylvania Nutrition Education Network**

## **PA NEN Webinar Presentation Guidelines**

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## Introduction to PA NEN Webinars

**Purpose of Webinars:** To provide professional development for PA NEN members as it relates to nutrition education for the SNAP-Ed target audience.

**Focus of Webinars:** PA NEN is funded through a grant from the USDA and must follow the guidelines as they pertain to allowable topics that can be presented. A list of allowable topics can be found [here](#).

### **Focus of the SNAP-Ed grant:**

- Implementing strategies or interventions, among other health promotion efforts, to help the SNAP-Ed target audience establish healthy eating habits and a physically active lifestyle;
- Primary prevention of diseases to help the SNAP-Ed target audience that has risk factors for nutrition-related chronic disease, such as obesity, prevent or postpone the onset of disease by establishing healthier eating habits and being more physically active.

### **Format of Webinars:**

- Webinars are an hour in length.
- Webinars are generally held on the last Tuesday of month from 12:00 - 1:00 PM (EST).
- All webinars are recorded, and posted to PA NEN's website for one year.

**What is Zoom?:** Zoom is the platform that PA NEN utilizes for the purpose of webinars. Zoom is a web based communication software that combines video conferencing, online meetings, chat, and mobile collaboration.

### **Participating in a Zoom Webinar:**

- It can be used on Windows, Mac, iOS (iPhone/iPad) & Android (phone/tablet).
- You do NOT need an account to participate in a Zoom session.
- You will be prompted to download the Zoom application (only needed once per device).
- If you are joining Zoom on your mobile device, you may be prompted to download an application.
- You need a speaker or headphones to hear the conversation. You may need a microphone if you want to improve delivery if you are soft spoken.
- We do not recommend using a mobile device when presenting a webinar.

# Presenting a Webinar for PA NEN

## Preparation for Webinar:

- Once the webinar proposal has been reviewed, and accepted by the PA NEN Professional Development Committee, the following steps will follow:
  1. Week after submission has been accepted:
    - Creation of Letter of Agreement (LOA) – PA NEN Staff
      - LOA will be drafted and sent to the presenter for review
      - Once the LOA has been accepted by the presenter, the LOA will be sent to PA NEN's contract department for signature
    - Post webinar information to the PA NEN website – PA NEN Staff
      - Speaker bio
      - Webinar description
    - Apply for continuing education credits – PA NEN staff
    - Advertise webinar via eblasts – PA NEN Staff (one month before and the week before webinar)
  2. Two weeks after the submission has been accepted:
    - Set a pre-webinar meeting date – PA NEN Staff/Presenter
    - NOTE: If this is the first time you are presenting a webinar, there will be a minimum of two pre-webinar meetings prior to the live webinar
    - Send calendar event to presenter for the pre-webinar meeting – PA NEN Staff
  3. Three weeks before the webinar
    - Submit slides to PA NEN Staff for review – Presenter
    - Supply feedback to presenter regarding slides – PA NEN Staff
  4. One week before the webinar
    - Send final slides to PA NEN staff
    - Send final polls to be included in the webinar

## Format of Pre-Webinar Meeting:

- The day of the scheduled Pre-Webinar meeting you will receive and Email invitation from Zoom that will include a personalize link to join the call as a host.
- Items to be reviewed during the call:
  - Zoom Interface
    - Screen Sharing
    - Chat
    - Q & A
    - Polls
    - Hand raising
  - Brief overview of slides and presentation
  - Speakers preferred format
    - Time for attendee questions – During the webinar or save questions for the end
    - Staff assistance – Do you want PA NEN staff to review the questions before they are presented?

### Format of Live Webinar:

- A great way to learn more about PA NEN's webinar format is to watch [one](#).
- 11:45 AM EST – PA NEN Staff and presenter will sign in to the scheduled webinar, via the link that was received the morning of the webinar
- 12:00 PM EST – PA NEN staff to welcome attendees, cover housekeeping items, and introduce speaker
- 12:05 PM EST – Presenter begins webinar
- 12:50 PM EST – Webinar comes to a close/Any additional Q & A
- 12:55 PM EST – PA NEN staff 'Thanks' the attendees and requests them to complete a series of four polls:
  - Quality of Webinar Content
  - Quality of Webinar Speaker
  - How likely the attendee is to apply the concepts within the next two weeks
  - Other topics attendees would like to learn more about

### Before Your Webinar:

- **Control video and audio quality:** Invest in a quality webcam, speaker, microphone, or headset as these provide better video and audio than your computer's built-in system. Try to hold meetings in quiet, indoor locations to control ambient noise.
- **Adjust your lighting:** Don't sit directly in front or beside a bright light source, or else all the audience see is a bright light and a shadowy figure. Experiment with moving lamps and your camera until you can see your brightly-lit face on the screen.
- **Think about your background:** Try to provide a nice, plain background. If your treadmill is in your office and you use it more as a place to hang laundry, that's not really the best visual for your audience. You can't control everything in a mobile environment, but you should give some thought to background prior to your meeting. It is best to not have pets in the room during a live webinar.
- **Practice speaking to the camera and not the screen:** Our tendency is to look at the person on the screen, but you should look at the camera when you speak so the audience feels like you're talking directly to them.
- **Internet connection:** Ensure that you have reliable internet connection before the webinar begins.

**What to expect after the webinar:** Within 24 – 48 business hours after the webinar you will receive the following items:

- A link to the recording
- Attendee feedback