NetHope Webinar Checklist

NetHope uses Zoom to host online webinars. Our process steps are listed below:

Step No	Task Description	Owner	Status
1.	**Pick a suitable date and time** Webinars are scheduled on Tuesdays or Thursdays at 8AM PT | 11AM ET | 17:00 CET for maximum attendance across the globe. Sessions can run from 60 minutes.	Joint between Partner/Presenter and NetHope	☐
2.	**Generate a session abstract and collect required materials and presenter commitments** Session abstracts should be submitted to NetHope **no later than three weeks before the selected webinar date**. • As a rule, co-presenting with a nonprofit or NGO is required: Learning about the effect digital technologies have on our sector is of utmost importance. Only when appropriate will exceptions be made. • The abstract should stress how the topic is particularly relevant to the nonprofit community and their work in emergency response, humanitarian aid, economic development, conservation, etc. • Presentation of a **case study is required for corporate partners** who co-present with nonprofits involved in global development, humanitarian work or conservation. Required materials from presenters: • Buy-in from the Communications team(s) of the Presenting organization(s) that marketing and promotions of the webinar will take	Partner/Presenter	☐

	place through NetHope's and Presenting organization(s)'s social media channels and/or mailing lists. • Session abstract/description. ○ (NOTE: Title of webinar cannot exceed 80 characters including spaces). • Feature image: Graphic images and/or photographs with permission for use in promotional materials. • Profile pictures of all presenters (these will be thumbnail size in the invitations and on the webinar landing page at nethope.org).		
3.	**Determine webinar target audience** **Two options:** A NetHope webinar can be open to the public or limited to a NetHope Member audience only. Please see NetHope Member organization list **HERE**. • For public webinars, both NetHope internal Member communications as well as external outreach will be sent to the entire NetHope mailing list. We will also encourage presenters to reach out to their own networks. • Should a presenter choose to hold a private NetHope Member-only webinar, NetHope will facilitate all webinar invitations. The webinar recording and collateral will be viewable only by NetHope Members on the NetHope Network.	Joint between Partner/Presenter and NetHope	☐
4.	**Send webinar invitation** • If the webinar is public, webinar details will be posted to the NetHope.org webinar listings.	NetHope/NetHope editorial team/Presenter	☐

	• An invitation mailer will be sent out to our relevant mailing lists. The mailer will include a link to the webinar registration page on NetHope.org. • The NetHope editorial team will also prepare and provide a package of marketing materials (including suggested social media messages and graphics) to help presenters and others promote the session.		

5.	**Prepare the content for the webinar**
	• Content for the webinar can be in the form of PowerPoint slides (no builds or animation please) and any demonstration desirable (even video can be accommodated).
	• NetHope prefers to have this collateral available **three days** before the webinar for review and to use during the webinar practice session.
	• Optional attendee polls can be accommodated.
	    ○ Please submit questions and multiple-choice answers three days ahead of the scheduled webinar.
	    ○ The final poll will be tested during the webinar practice session.
		Partner/Presenter	☐

6.	**Webinar practice session** A webinar practice session will be scheduled a few days before the webinar to make sure we do not run into any last-minute issues with audio, internet connectivity or any of the presentation materials. All presenters and panelists will need to be available for this practice session. A calendar invitation will be sent to all required attendees by NetHope.	Joint between Partner/Presenter and NetHope	☐
7.	**During the webinar** A NetHope representative will usually act as the host for the webinar. The	Partner/Presenter and NetHope	☐

	host will welcome all attendees, review housekeeping guidelines, and monitor the session for questions. We will defer to the presenter's preference on the level of attendee interaction during the webinar: i.e., hold questions to the end or address them as they come up. • All webinar sessions will be recorded. The recording will be uploaded to NetHope's YouTube channel and embedded on the webinar landing page at NetHope.org. Member-only webinars will be embedded securely from Box and require a NetHope Member login to view the recording. • A webinar satisfaction survey is offered to all attendees during the closing minutes of the webinar. Results are saved and will be provided to presenters after the webinar. • After concluding the webinar, NetHope will generate a separate chat and Q&A log from the attendee interaction. This log will be made available to presenters.		
8.	**After the webinar** • Attendee data will be shared with presenters (number of attendees, attendee names, and organization names only) together with results of the webinar satisfaction survey. • Immediately following and about 2 weeks after the webinar, "In Case You Missed It" social media promotions will go out promoting the webinar recording, and any resources that were shared, including the presentation slides. ○ Presenters are encouraged to provide input as to any specific messaging they would like to see around this.	NetHope/Presenter/NetHope editorial team	☐

	○ Any images (photography, appropriate graphics, etc.) that can be used as promotional materials can be forwarded for use by NetHope staff.		
9.	**Anytime** We strongly encourage presenters to consider providing content to NetHope.org. Blog entries and/or case studies could be generated from existing collateral or authored specifically for publication. If your content references how NetHope Members have benefitted, the NetHope editorial team would be happy to help write the content.	Presenters/NetHope editorial team	☐

Have questions? Please contact NetHope.