



The CPD Standards Office is a unique organisation and was founded with the vision of understanding and enabling positive and successful CPD and learning experiences. As a highly specialised expert team, our university led research has equipped us with extensive expertise on all things CPD.

Between the work of the Professional Development Consortium and the CPD Standards Office dual CPD research and accreditation activities sharpen our knowledge and expertise. This enables us to work with individual coaches, training providers, employers, and 'membership organisation's as a collaborative CPD network & community.

This factsheet provides information and tips on how you can run a successful webinar.

How to Run Successful Webinars

Hosting your first successful webinar could be daunting but here at CPDSO we have experience and some tips to help you along the way. Webinars can help you connect with people all over the world from one place. They can help you expand your knowledge and connect with your audiences by learning directly from the experts; therefore increasing the understanding of your business.

So, what are a few ways you can make your Webinar a success?

Choose a date far in advance

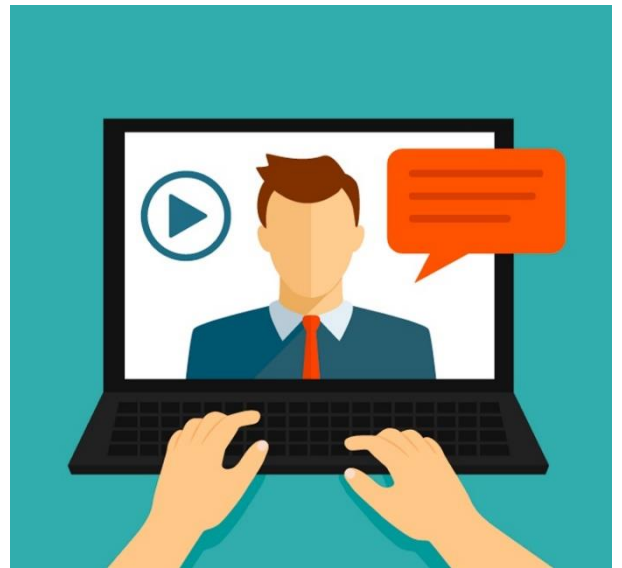
By giving your clients a date in advance they can make a space in their diaries so they're free to come along and join. This is vital as people have busy schedules so you want to give them some notice so they can put you and your webinar in the calendar!

The timing needs to be right

There are many different time zones around the world to consider so do the research to where all your clients are based and work out a time suitable for everyone. This way you can have maximum people watching and joining in.

Make the content interactive

The most successful webinars are those that use imagery, diagrams and are not text heavy. If you are using a PowerPoint presentation with a voiceover, make sure that you are not simply reading the slides out loud. To get the delegates engaged it is a good idea to take a poll or invite them to ask questions via the chat box.



Plan / Practice running the Webinar

You are the one hosting so you want to make sure everything runs smoothly. Doing a dry run will make you aware of what you need to get across and to be as informative as possible. Also, making sure you know how to use all the tools such as; taking a poll, switching between speakers, add in links and recording the webinar.

Follow up / Review

A follow up to the webinar is exceptionally important. Making sure everyone knows what was discussed and what people's thoughts on the webinar were will really help for the next one as there is always room for improvement! Feedback will also help for next time. Surveys will help gather your thoughts on the success and help to understand what everyone else is thinking.

We hope using these points above will help with being a successful webinar host in the future.

We hope you have found this factsheet helpful.

Please see www.cpdstandards.com for more information on our accreditation services or call **0203 745 6463** for further advice.