

## Steps to Success

# TIPS FOR HOSTING A BUILDING SAFETY MONTH WEBINAR



Building Safety Month is a great time to hold a virtual learning event to help raise the profile of building safety professionals and the work they do in our communities as well as how building codes help keep us all safe. Here are tips to help you get organized and get the most out of your efforts.

### BEFORE YOUR EVENT

**Develop content & secure subject matter experts:** Begin your webinar planning by brainstorming relevant and timely topics. Depending on the format you choose (Q&A, Panel, Etc.) you'll want to secure subject matter experts and speakers. Then decide on your main messaging. You may want to create slides to present important ideas or highlight key concepts. Decide on your webinar length –60 minutes is usually sufficient time to delve into the topic and give your experts an opportunity to speak and leave time for questions at the end.

**Pro Tip:** Choose a topic that answers your target audience's frequently asked questions and be highly specific.

**Set up registration page/infrastructure:** Decide which webinar hosting platform makes the most sense for your event format, the features you'll need and your budget. Popular platforms include [WebEx](#), [ClickMeeting](#), [GoToWebinar](#), and [Zoom](#).

Set up your registration page to include key details such as:

- *Webinar title*
- *Time & Date*
- *Event summary including what the audience will learn*
- *Guests/Panelists and their credentials*
- *Button to register*

**Pro Tip:** The best days of the week for webinar attendance are Wednesdays and Thursdays at either 10 or 11 am.

**Promote your event:** Begin promoting about 4-6 weeks prior to your event. Promotional tactics may include social media posts, email invitations, mentions in your newsletters or other publications, or on your website. Consider asking other organizations for help marketing the event for you.

Your promotional content should be clear about why your audience should attend and provide bullet points on key takeaways. Make sure that you direct people to your registration landing page with a clear call-to-action to *Register Today!*

**Pro Tip:** Send a reminder email out 24 hours prior to the event so registrants have the link handy.

**Practice, practice, practice:** Gather your panelists/guests and moderators together about a week before your event to go over the flow of the discussion, get clear on hand-offs and time allowed for each guest, and practice taking Q&A.

**Pro Tip:** Have someone assigned to troubleshoot tech issues and/or monitor the Q&A/chat features during your event.

### DAY OF YOUR EVENT

**Organize & Test:** About thirty minutes before your event begins gather your panelists/guests and moderator(s) on the webinar platform to test microphones and cameras, and practice showing slides or visual aids via the screen sharing feature.

**Pro Tip:** Remember to record your event and remind your audience that you'll be recording.

### AFTER YOUR EVENT

Follow up with your audience: Send a follow up email to guests who attended as well as anyone who registered but did not attend to thank them for their interest. Share the recorded webinar and any additional resources that help answer questions around your discussion.

**Pro Tip:** Consider including a survey so you can capture information to improve future webinars.

Presented by

