WEBINARS HANDBOOK

SEMINARS & CONFERENCES
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elsa

The European Law Students' Association

Webinars Handbook

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Foreword

ELSA Webinars are the fastest growing project of ELSA in the last few years. Thus, it is of great importance for all Local and National Groups of ELSA to be properly educated on how to organise and utilise the potential of ELSA Webinars.

This handbook is structured into three parts: firstly, what kind of online events are currently organised in ELSA and how to distinguish them; secondly, it explains in detail the roots and concept of ELSA Webinars; and lastly, it gives a step by step guide on how to organise a successful ELSA Webinar.

We hope you will find this tool useful. In case you have any questions, please do not hesitate to address them to seminarsconferences@elsa.org

Good luck with your online events!

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1. What is a webinar?

1.1 Definition

In the simplest terms, "webinar" is an umbrella term covering different types of online events that share the same quality: they are attended exclusively by an online audience. In ELSA we define webinars *as any event, which is broadcasted by means of an electronic communications network.*[1]

1.2 Division

In ELSA, we distinguish between two kinds of webinars:

a) **Internal webinars**, which focus on association knowledge and are dedicated exclusively for the members/alumni of ELSA[2]. Internal webinars can e.g. provide information about the association itself, particular projects, or work of the board members and/or other Officers. It is a great way to e.g. prepare transition for your successors, introduce ELSA to freshers, or prepare the officers involved in organising certain projects.

b) **External webinars**, which are educational events taking place in the digital sphere and are directed at a broader audience than just members/alumni of the association, e.g. online lectures, seminars etc. Among external webinars we distinguish between:

    i) **ELSA Webinars**, which are external webinars fulfilling certain requirements and falling under the unified brand of ELSA Webinars. ELSA Webinars will be discussed more in depth in the following parts of this handbook; and

    ii) **External webinars not fulfilling the requirements of ELSA Webinars**.

1.3 Aim

The aim of webinars is to proffer certain knowledge by means of electronic communications network. This unique online format of the webinars allows for greater accessibility of the event,

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[1] Article 5., Chapter 6. of the International Council Meeting Decision Book
[2] Or e.g. candidates for members, freshers etc.

thus catering to an audience coming from all over the world. It also creates a possibility for enhancing the academic programme by inviting speakers from around the globe.

2. Why organise a webinar?

There are quite a few reasons why webinars are worth organising. The most significant ones are outlined below.

- Webinars are fairly **easy to organise** and can bring **amazing results**, both in terms of revenue and visibility[3]. Organising a webinar does not differ much from organising a physical event, in terms of *inter alia* finding speakers, promotion, registration. In fact, without the need of handling logistics and possible social/cultural programmes, webinars are **even easier to organise than physical events**;
- Organising a webinar **takes little time**, as you do not need to handle any logistics of the event as it takes place fully in the digital sphere;
- Organising a webinar **generates little if not no expenses**. Thanks to the partnership between ELSA and ClickMeeting webinar platform, you can organise your event without the need of paying for some other online events platform. In addition to that, as the event takes place online, you do not need to cover travel and accommodation expenses of speakers (and/or participants, if applicable), costs of the venue, social programme etc. However, if you plan a bigger budget for your webinar, you can think of investing in e.g. paid promotion (Facebook ads), high quality equipment (e.g. camera, microphone) or even a small webinar studio;
- Webinars can be **accessed by participants, regardless of their location** at the time;
- Webinars can be delivered by **speakers from all over the world**.

3. ELSA Webinars

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[3] According to the 2020 Trend Report provided by ClickMeeting, 95% of marketers using webinars said that videos helped increase understanding of their product or service.

3.1 History

The concept of ELSA Webinars was introduced during the term 2016/2017, during the Key Area Meeting in Münster, Germany. The goal was to get the National and Local Groups of ELSA to think in-depth about the capabilities of what modern technology in this day and age could offer to our Network. The first ever ELSA Webinar was held on the last Wednesday of November 2016 with the Council of Europe as a part of ELSA Day celebrations. The webinar was watched by 14,000 individuals.

The following two years, ELSA International researched possible webinar platform partnerships, which would allow for free access to the tool for Nations Groups of ELSA, thereby expanding the project to forty-four countries. This led to forming a partnership with the ClickMeeting webinar platform during the term 2018/2019. In the meantime, ELSA Day webinars organised with the Council of Europe became an annual event of ELSA International.

Finally, during the term 2019/2020 the brand of ELSA Webinars was fully presented to the National and Local Groups of ELSA, as well as external audiences. The partnership with ClickMeeting was expanded, delivering **two more** (next to one existing) **accounts** for the use of the National and Local Groups of ELSA. Furthermore, **webinars coaching** was launched, by which National and Local Groups of ELSA were *inter alia* assisted in using the ClickMeeting platform for the purpose of their online events. In addition to that, educational tools aiming to help organise ELSA Webinars and the webinars website were created, where the portfolios of ELSA Webinars and ELSA Webinars Academies were posted. Lastly, a marketing kit for ELSA Webinars as well as a basic set of requirements for the unified brand of ELSA Webinars was created and started to be utilised by the National and Local Groups of ELSA.

3.2 Requirements

In order to be able to use the brand of ELSA Webinars, the online event must comply with the following:

- Follow the rules set in the ELSA Webinars Marketing Kit (available on officers.elsa.org);
- Be featured on webinars.elsa.org in the form of an event portfolio. In order to achieve this, an Organising Committee must follow the procedure set below.

3.3 Procedure

In order to comply with the requirements as outlined above, the Organising Committee must adhere to the following procedure:

- ELSA Webinar shall be specified to ELSA International by **filling in and submitting the Webinars' Specification Form;**
- After submitting the Form, you will be contacted by the Assistant for Webinars of ELSA International (or other designated for that purpose person). The Assistant for Webinars will share with you link to the "**portfolio form**", where you will be asked to fill in all the information needed for ELSA International to create your event's portfolio on webinars.elsa.org;
- After receiving necessary information to create the portfolio, ELSA International will **publish your event's portfolio on the webinars' website** and your ELSA Webinar will benefit from the unified promotion conducted by ELSA International.

3.4 Unification

ELSA Webinars fulfilling the requirements specified above will be featured on **webinars.elsa.org** in the form of **event portfolios** (cf. ELSA Law Schools). ELSA Webinars organised using ELSA's Webinar Partner - ClickMeeting, will get **additional visibility** on the website through *inter alia* an additional label on the respective portfolio, namely "ClickMeeting Webinars". ELSA Webinars organised in cooperation with other webinar platforms are also welcomed on the website, but will not receive additional visibility.

ELSA Webinars are **promoted by ELSA International**, thus benefit from its wide social media outreach. Frequency of such promotion is dependent on various factors, *inter alia* the dates of ELSA Webinars and the amount of ELSA Webinars featured on webinars.elsa.org.

As the unification of all webinars organised by National and Local Groups of ELSA aims to create one unified brand, it is crucial for the Organising Committees of ELSA Webinars to use the ELSA Webinars Marketing Kit and **follow the brand rules** set therein. You can find more information in the Kit's guideline (available on officers.elsa.org).

4. Organising a webinar

4.1 Introduction

For the purpose of outlining the steps in the organisation process of a webinar, an example of an ELSA Webinar – meaning an online event that fulfils the requirements and follows the procedure set above, organised on ClickMeeting platform – will be used. Some of the steps, specific for any kind of S&C event, e.g. brainstorming on the topic, researching and contacting speakers are omitted. Should you require more information on these topics, please refer to the S&C Handbook.

4.2 Planning stage

Organising an ELSA Webinar does not generally require the same amount of resources (both human and financial) as other S&C events. Thus, it can be organised by one person only and without any budget.

What you should focus on during the initial stage of organising an ELSA Webinars is therefore:
- Topic, date, duration of the event;
- Target group (e.g. is your event just for law students, or open to anyone);

- The objective (e.g. with this ELSA Webinar we wish to educate local students on their rights as students of the University X, which will allow them to fully execute their rights as members of such a community);
- Speakers (who, how many);
- Format of the webinar (which will be elaborated on more in the following section).

4.3 Deciding on the format of the event

4.3.1 Choosing the platform

If you are struggling to choose the platform for your ELSA Webinar, contact the Assistant for Webinars of ELSA International, who will help you based on your proposed structure and goals for the particular event. Nevertheless, we do recommend using the **ClickMeeting** webinar platform, as it is offered for ELSA members free of charge. A more detailed description of the ClickMeeting platform as well as a description of other commonly used platforms and/or means of streaming can be found below.

   a) *ClickMeeting*

As of 2018, ClickMeeting is a partner of ELSA International. That means that all National and Local Groups are welcomed and encouraged to use the platform to organise their online events, without purchasing their own account.

On the platform, it is possible to organise not only live events, but also automated and on-demand webinars, using a pre-recorded video or a previous webinar.

Your events can be joined by up to 100 participants and two presenters at the same time. It is also possible to organise a live discussion with up to 25 participants. The latter option would be the best choice, should you plan on organising an ELSA Webinar in the form of an online workshop. ClickMeeting offers a variety of tools that can be used during the webinar, like presentation slides, screen sharing, YouTube videos or surveys. It is also possible to synchronise

the broadcast with Facebook Live and YouTube Live, so you can stream your event on other platforms simultaneously, thereby allowing more than 100 people to watch your event.

You can find more information about using the platform on ClickMeeting's [Knowledge Base](#).

b) *Facebook and YoutubeLive*

Facebook offers a live streaming to a Fanpage or a Group, so you can easily reach your members and followers. The stream is only live (cannot be pre-recorded). All the speakers must be in the same place.

YouTube Live works similarly to Facebook Live – it is also a live stream to your YouTube Channel. Both Facebook Live and YouTube Live require all the speakers to be in the same place.

d) *Zoom*

Find out more about Zoom by watching the video available on [Zoom's official website.](#)

e) *Microsoft Teams*

Discover more about Microsoft Teams [here](#).

f) *Others*

Among other webinar platforms available, you can consider using: [GoToWebinar](#), [AnyMeeting](#), [Adobe Connect for Webinars](#), [Webex](#).

4.3.1 Type of the webinar recording

Depending on the nature of the event, there are three kinds of webinars that can be organised via ClickMeeting. These are:

- **Live webinar**, which is a webinar conducted in real time as opposed to pre-recorded, on-demand webinars. The live webinar is an option to hold an event live and to interact

with attendees during the presentation. A valuable option for a product demonstration, employee onboarding, or online training.

- **Automated webinar**, which is a type of pre-recorded webinar, scheduled to happen at a certain time. Attendees join the event at a date and hour settled in advance by the host. This means the presentation itself isn't live. However, an automated webinars presenter can communicate with attendees via chat.
- **On-demand webinar**, which is a form of a pre-recorded webinar that will enable your attendees to join the event whenever and wherever they want. After recording your webinar, you can send it to your participants, and they will have unlimited access to your event.

4.4 Webinars Specification Form

After completing the previous steps, thus deciding on the framework of your ELSA Webinar, you need to fill out the Webinars Specification Form. You should do so **at least 14 days before the estimated date of the event**. Fill out as much information as possible, including the contact information. Upon receiving the Form, the ELSA International Team member responsible for webinars will reach out to you to confirm the details of your event and offer you help with organising the event.

Keep in mind that demand for webinars may vary, so the sooner you submit the Form the better, especially if you would like to hold the event on a specific date.

4.5 Contact with the speakers

When inviting the speakers to take part in your ELSA Webinar make sure to inform them *inter alia* about the type of the webinar (live, automated, on-demand) and the platform you plan to use. Should the speaker(s) feel uncomfortable with your choice, e.g. prefers to pre-record the webinar, and then have it automated/on-demand instead of an initially planned live webinar, you might want to consider the change.

After you have all of the speakers of your webinar confirmed, don't forget to introduce them to the platform of your choice. In case you plan to use the ClickMeeting platform, you can send them [these Guidelines](#) and/or organise a training session on the platform during which you can show them its features. Make sure that you explain, amongst others, how the broadcast is going to look like and what the speakers need in order for the webinar to run smoothly, i.e. *a stable internet connection, a microphone and a camera.*

Furthermore, agree on the task list divided between the Organising Committee and the speakers. For example, to promote the event, you might need a short bio and an agenda which should be provided in advance by the speaker; just like any materials that might be used during the ELSA Webinar. On the Organising Committee's side, you can establish tasks like setting up the webinar room on ClickMeeting, uploading the materials provided by the speaker, promotion, etc.

The example task division list looks as follows:

Task	Responsible party
Setting up the Webinar Room	ELSA group, before the event
Uploading the files (presentation, videos, ...)	Speaker, before the event
Checking the camera, microphone, internet connection	Speaker, before the event
Setting up presentation slides, video, etc.	Speaker, before the event
Switching slides/presentation features	Speaker

Sending any materials to share with participants in the webinar in a form of a website link (facultative)	Speaker
Preparing the on-demand/automated webinar (compiling everything), if applicable	ELSA group

4.6 Sponsors and advertising

ELSA Webinars are a great project to attract both existing and new partners. There are several ways how you can involve them in your ELSA Webinar. Firstly, you might offer a partner(s) to speak during your ELSA Webinar. Secondly, if you are using the ClickMeeting webinar platform, you might offer a partner(s) special visibility by e.g. placing their logos in the background, or creating "Call to Action" buttons, that will appear during the webinar. By clicking said buttons, participants of the ELSA Webinar will be redirected to the website of the partner.

You can involve partners by both inviting them to become engaged in one ELSA Webinar or design a series of ELSA Webinars exclusively for one chosen partner. During the latter, all the ELSA Webinars in a series would be e.g. delivered by the representatives of the partner. Nevertheless, both of these options can be included in sponsorship offers presented to the existing and prospective partners at the beginning of the term.

4.7 During the event

As technology is full of surprises, it is recommended for a member of the Organising Committee to be on-call or present during the webinar (both when webinar is in a live, and pre-recorded modes), in order to assist the speaker(s) with any issues that might occur. If you plan to both host your ELSA Webinar on ClickMeeting and stream it e.g. on Facebook, it is a good idea to

delegate the streaming part to a second person, so that the first one can fully focus on the content and technicalities of the webinar.

In case a speaker uses a slides presentation, make sure to establish in advance whether it will be someone from the Organising Committee, or the speaker changing the slides. The same applies to videos and any other materials involved.

4.8 After the event

4.8.1 Certificates and thank you letters

If you decide to issue certificates of participation to participants of your event, make sure to prepare them in advance. Bear in mind that ClickMeeting offers an option to generate certificates for the registered participants of your webinar, which might lower your workload. Make sure that at least the: name of the partivcipant, name of the project, its duration and short explanation, as well as a signature of the main organiser and/or academic partner are included in the certificate.

4.8.2 Evaluation forms for Speakers and Participants

Evaluation is a natural stage in organising any S&C event. Therefore, remember to do the same with regards to your ELSA Webinar. You can e.g. include the evaluation form in the Thank You emails sent to all participants, speakers and partners.

Good luck with your ELSA Webinars!