

Webinar Production 201

June 27, 2019

WebEx functionality

2



1) The **view icon** in the upper right corner changes your view in WebEx.

- **Tip:** Select the middle option so you can see who's speaking!

2) The **toolbar** on the left side of the screen allows you to zoom in and out to show a closer or farther out view of the PowerPoint presentation.

3) The **menu** at the bottom allows you to mute your line, open the participants and chat panels, and leave the event.

4) The **panels** on the right show participant information, chat, and polling (when in use). Use the arrow and x to open and close the panels.



Tip: To raise your hand, open the participant panel and click the hand icon in the lower right corner.

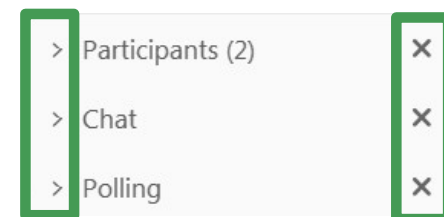
1



3



4



Welcome!

SMPs

- Senior Medicare Patrol

SHIPs

- State Health Insurance Assistance Program

MIPPAs

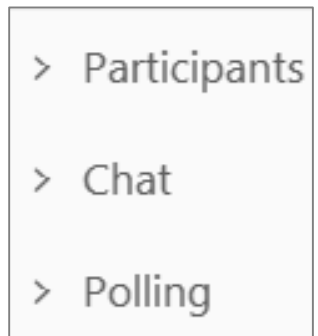
- Medicare Improvements for Patients and Providers Act



Poll: Which web conferencing platform are you using? (select all that apply)

- WebEx
- GoToMeeting/GoToWebinar
- ReadyTalk
- Zoom
- Google Hangouts
- Skype
- Other (type your answer in chat)

When the polling has ended, click the arrow to re-open the Participants panel.



Panelists



**Brad Talbutt, Idaho
SHIP (WebEx)**



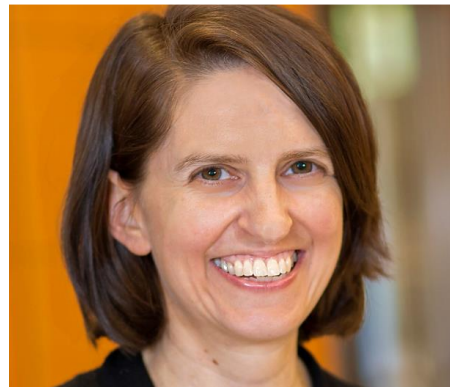
**Travis Trumitch, Illinois
SMP (GoToMeeting)**



**Sonja Landry, Louisiana,
Mississippi, and Georgia SMP
(GoToMeeting & Skype)**



**Micki Nozaki and
Jasmine Suo, California
SMP (ReadyTalk)**



**Brandy Bauer, NCOA's
Center for Benefits Access
(ReadyTalk & Zoom)**



**Heather Flory, SMP
Resource Center
(WebEx)**

WebEx for Training Webinars



Free, Unbiased Medicare
Information for Idaho

1-800-247-4422 www.shiba.idaho.gov



- Webex Events
- Webex Meetings
- Webex Support
- Webex Training
- My Webex

- [New User Reference](#)
- ▾ [Attend an Event](#)
- [Unlisted Events](#)
- ▾ [Host an Event](#)
- [Schedule an Event](#)
- [Site Events](#)
- [Email Templates](#)
- [Registration Questions](#)
- [Survey Questions](#)
- [My Event Recordings](#)

Schedule an Event

Basic Information:

* **Event type:**

* **Event name:** [?](#)

Listed on public calendar [i](#)

Delete from My Meetings when completed

Registration: Required [i](#)

* **Event password:** [?](#) [i](#) The password must be at least 4 ch

Program: [Add a new program](#)

Uses and Observations



- Acquired through state agency contract so no comparison to other products was possible
- Used for statewide Medicare workshops and volunteer training classes, not meetings

[English](#) : [Denver Time](#)

<input type="checkbox"/> Show past events		<input type="checkbox"/> Show only events that require registration	
Date & Time		Topic	
▼ June 2019			
Jun 19, 2019	10:00 am	Medicare 101	
Jun 19, 2019	2:00 pm	SHIBA Monthly Training Webinar	
▼ July 2019			
Jul 17, 2019	10:00 am	Medicare 101	
Jul 17, 2019	2:00 pm	SHIBA Monthly Training Webinar	
▼ August 2019			
Aug 21, 2019	10:00 am	Medicare 101	
Aug 21, 2019	2:00 pm	SHIBA Monthly Training Webinar	
▼ September 2019			

Uses and Observations



- Limit of 1000 attendees (20-50 is normal)
- Email lists can be uploaded from Excel files and invitations sent from the platform
- Password entry keys available
- Video available
- Surveys available

Description:

[Upload](#) a picture abo

Host image: [Upload](#) a picture of y

Event material: [Upload](#) event materia

Other UCF options: Do not allow atten
 Request attendee

Who can view the attendee list: All participants
 Only the host, pre

Video: Turn on video

Post-event survey: [View survey](#)
 Do not display sur
 Display survey in
 Display survey in

Destination URL after event:

Uses and Observations



- Recordings easily downloadable for future use

Topic	Security ⓘ	Panelist	Type	Date ▲	Size *	Duration	Format	Actions
PDP/MAPD Cost Reporting-20190606 1901-1			Unlisted	June 6, 2019	36.8 MB	39 minutes	MP4	
Help SHIBA test a new client contact form (CCF) reporting feature which is designed to better demons...								

Obstacles and Suggestions



- Audio via web or phone, but always an issue for someone
- The scheduling interface can be difficult to understand and features are easy to miss. I suggest creating several test events prior to going live
- Test the speaker's microphone/camera/and screen
- share prior to opening the event
- Chat and Question features can be difficult to manage
- Decide how questions will be taken (voice, chat, question box) and who will manage them. We have the host do this while the presenter concentrates on the presentation



Go To Webinar/ Go To Meeting



Current Uses

- Quarterly Partner Meetings
- Training for State Partners and volunteers
 - SIRS Trainings
 - Special Grant Info session
 - Volunteer retention
- Invitees: Partners and volunteers



Setting up a Webinar

The screenshot shows a webinar registration interface. At the top, there is a navigation bar with 'ABOUT', 'START' (with a play button icon), 'SHARE' (with a share icon), and a menu icon. On the left, a vertical sidebar contains icons for a monitor, signal strength, calendar, and settings. The main content area features a teal box with a person icon, a large number '1', and the word 'REGISTERED'. To the right, the webinar title 'SMP Quarterly Partner Conference Call - July 9, 2019' is displayed, along with the date 'TUE, JUL 9, 2019', time '01:00 PM - 02:30 PM CDT', and language 'ENGLISH'. A description box contains the text: 'This conference call is the mandatory quarterly meeting for Illinois SMP Partner Agencies.' Below this is a link 'Add webinar details to my calendar'. The 'ORGANIZERS' section lists three individuals: 'AW AgeOptions Webinars', 'JE Jason Echols', and 'TT Travis Trumitch'. The 'PARTICIPANTS' section is partially visible at the bottom.

AgeOptions.

1048 Lake Street, Suite 300
Oak Park, IL 60301-1102

phone (708)383-0258
fax (708)524-0870

(800)699-9043
ageoptions.org

Scheduling a Webinar

SHARE EVENT

INVITE YOUR ATTENDEES

Registration URL

<https://attendee.gotowebinar.com/register/8076159594658282242>

Webinar ID

893-282-531

[✉ Email me the event invitation](#) [📄 Copy event info](#) [👁 Preview event info](#)

REGISTRATION

SETTINGS

Registration Limit ⓘ

5000

Source Tracking ⓘ

+ Source

Registration Questions ⓘ

Edit

Approval ⓘ

Automatic Approval

Custom Confirmation Page ⓘ

<http://www.ageoptions.org>

Registration Notification ⓘ

No notification

Password for Your Event ⓘ

+ Password for Your Event

After Session Video ⓘ

+ Video

TRACKING

Total Registrants

1



Illinois SMP at AgeOptions

GoToWebinar - SMP Special Project RFP Informational Webinar - Meeting

FILE MEETING INSERT FORMAT TEXT REVIEW

Appointment
Scheduling Assistant
Dynamics 365 Fields

Meeting Notes
Meeting Notes

Accept
Tentative
Decline
Respond

Options
Tags
Track
Set
Convert To
Add Connection
View in Dynamics 365

Zoom
Zoom

Accepted on 5/14/2019 2:40 PM.
The organizer created this meeting in the following time zone: America/Chicago.

Organizer: Dominique Lott Sent: Tue 5/14/2019 2:40 PM

Subject: GoToWebinar - SMP Special Project RFP Informational Webinar

Location: GoToWebinar - See conference call information below

Start time: Tue 5/21/2019 1:30 PM All day event

End time: Tue 5/21/2019 2:30 PM

1. Click to start and join at the specified time and date:
<https://global.gotowebinar.com/ojoin/3806413996508515852/300000000000404384>
Note: This link should not be shared with others; it is unique to you.

2. Choose one of the following audio options:

TO USE YOUR COMPUTER'S AUDIO:
When the Webinar begins, you will be connected to audio using your computer's microphone and speakers (VoIP). A headset is recommended.

– OR –

TO USE YOUR TELEPHONE:
If you prefer to use your phone, you must select "Use Telephone" after joining the webinar and call in using the numbers below.

United States: +1 (631) 992-3221
Access Code: 351-580-393
Audio PIN: Shown after joining the webinar



Extra Features

ENGAGE YOUR ATTENDEES

SURVEY

+ Survey

POLLS

[Do you currently provide SM...]

[Do you currently share SMP...]

[See less](#)

HANDOUTS ⓘ

+ Handouts

VIDEOS ⓘ

+ Videos



Dashboard

The screenshot shows the Zoom meeting dashboard. At the top, it says "Attendees still on hold" with instructions to press *1 to start the broadcast and a checkbox for "Record on start". Below this, the "Audience view" is set to 100%. The "Sharing" section is "Stopped" because no one is seeing the screen. There are four buttons: "Show Screen" (with a dropdown arrow), "Stop Showing Screen", "Give Keyboard & Mouse", and "Change Presenter". The "Start Recording" button is active, showing "192.2 GB remaining" and a "Settings" gear icon. The "Webcam" and "Audio" sections are visible. Under "Audio", there are three options: "Computer audio", "Phone call" (which is selected), and "No audio". Below these are the dial-in details: "Dial: +1 (415) 655-0060", "Access Code: 730-904-486 #", and "Audio PIN: 71 #". There is a link for "Problem dialing in?" and a "Talking:" indicator. A list of meeting features is shown: "Dashboard", "Attendees: 1 of 501 (max)", "Polls (0/0)", "Questions", and "Handouts: 0 of 5". At the bottom, there is a "Chat" section with a message: "Illinois SMP Fraud Prevention Partner Call T..." and "Webinar ID: 135-482-267". A "Drag & drop a file" area with a "Choose a file" button is also present. A callout box on the left says "Join the audio conference" and provides instructions: "Dial in using your phone or select Computer audio to use your mic & speakers." with a red arrow pointing to the "Phone call" option.



Best Features

- Video is automatically downloaded and can be shared to attendees.
- Sharing your screen allows you to have PowerPoints, PDF, websites, etc.
- Creating polls during webinar.
- Easy to use.



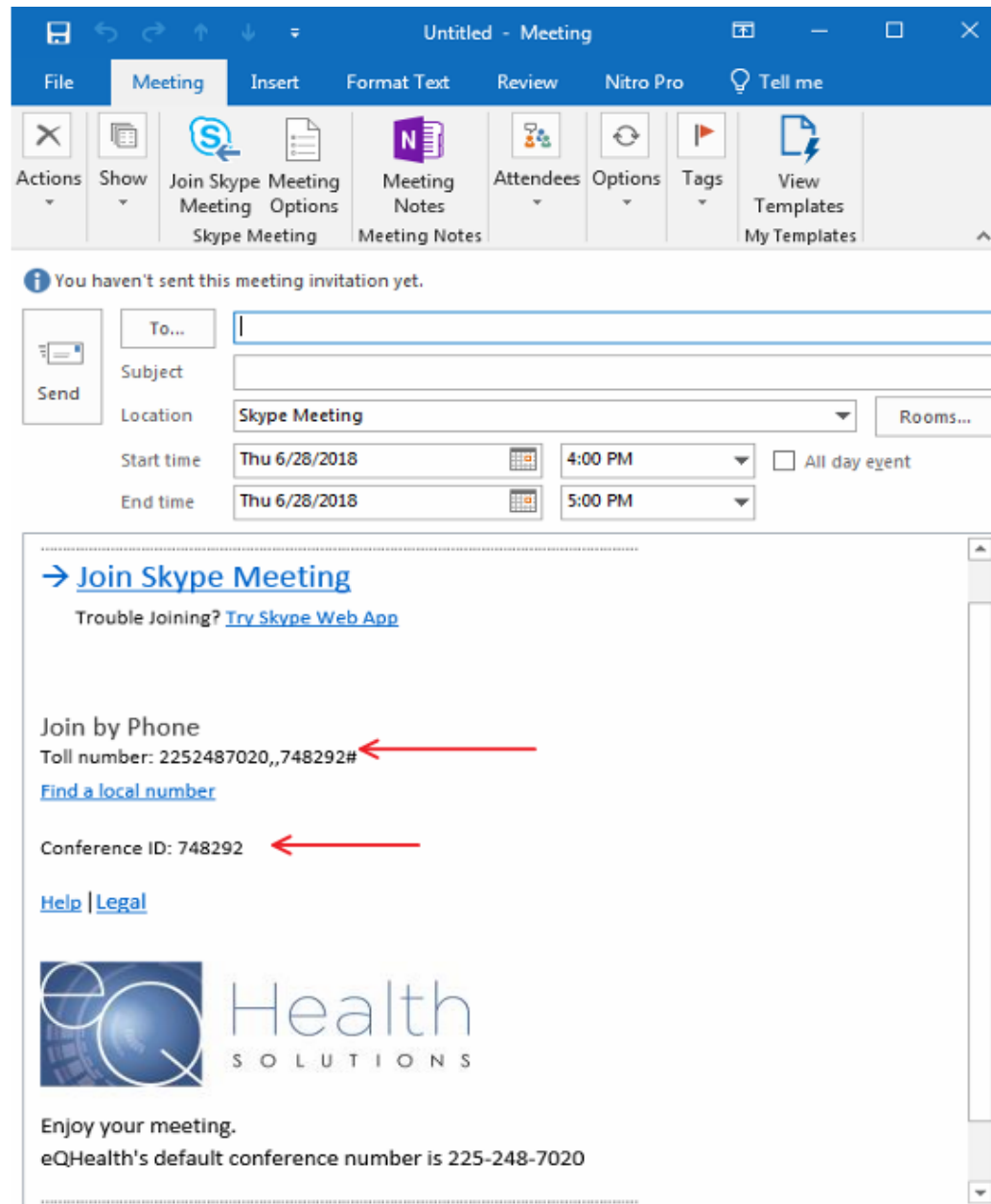
Skype for Business

Sonja Landry, SMP Director GA/LA/MS

Skype for Business vs Go To Meeting

- Go To Meeting
 - Can be expensive
 - Supports 26 attendees
 - Go To Webinar support 1,000 (additional cost)
 - Attendees must download Go To client to attend meeting
 - No closed captioning options
- Skype for Business
 - No costs
 - Supports 250 attendees
 - Attendees must download Skype client to attend meeting
 - Language can be selected along with closed captions

Skype for Business



The screenshot shows the Microsoft Word interface with the 'Meeting' ribbon selected. The ribbon includes buttons for 'Join Skype Meeting', 'Meeting Options', 'Meeting Notes', 'Attendees', 'Options', 'Tags', and 'View Templates'. Below the ribbon, a message states: 'You haven't sent this meeting invitation yet.' The meeting details are as follows:

- To...: [Empty text box]
- Subject: [Empty text box]
- Location: Skype Meeting
- Start time: Thu 6/28/2018, 4:00 PM
- End time: Thu 6/28/2018, 5:00 PM
- Options: All day event (unchecked)

The main content area displays the following information:

- [Join Skype Meeting](#)
- Trouble Joining? [Try Skype Web App](#)
- Join by Phone
- Toll number: 2252487020,,748292#
- [Find a local number](#)
- Conference ID: 748292
- [Help](#) | [Legal](#)

At the bottom, there is a logo for 'Health SOLUTIONS' and the text: 'Enjoy your meeting. eQHealth's default conference number is 225-248-7020'.

Basics

- You can click on “Participants” to see a list of attendees or to “Invite More People”.
- Clicking on the “Share Content” button allows you to Share your Desktop as well as “Show Stage” to see what the attendees will view.
- “More” provides additional options like Polling.

The screenshot displays a meeting interface with three main components:

- Participants Panel (Left):** Titled "PARTICIPANTS", it shows "Presenters (1)" with a list containing "Landry, Sonja". Below the list are two buttons: "Invite More People" and "Participant Actions".
- Modal Menu (Center):** A white box with a blue border and a close button (X) in the top right corner. The title is "What would you like to start?". It contains three options, each with a blue icon and text below it: "Whiteboard" (with a whiteboard icon), "Poll" (with a poll icon), and "Q & A" (with a Q&A icon). A dashed blue box highlights the "Whiteboard" option.
- Share Menu (Right):** A white box with a blue border containing a list of sharing options: "Share your Desktop...", "Share a Window...", "Share PowerPoint Files...", "Co-Author Office Doc...", "Add Attachments...", "Shared Notes...", "My Notes...", "More...", "Manage Content (1)", and "Show Stage".

At the bottom of the interface, there is a toolbar with three icons: a video camera, a telephone, and a screen with a cursor. The screen icon is circled in red.

Polling

Have you ever hosted a webinar?

- Yes 0%

0
- No 0%

0
- I don't want to vote

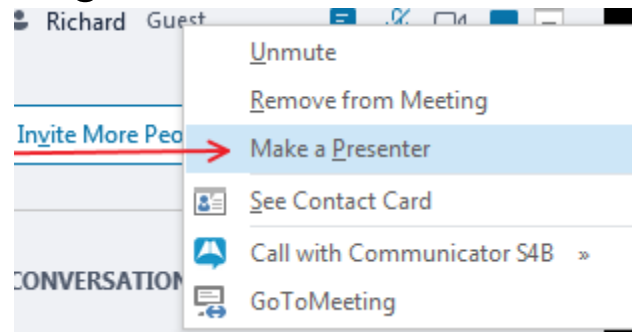
Poll Actions ▾

Poll is open | Results are hidden from attendees

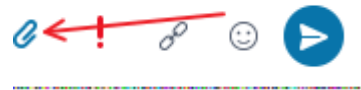
Total Responses: 0

Options

- If you initiate a meeting and you need to make someone else the presenter, you right click their name and specify them as the presenter.

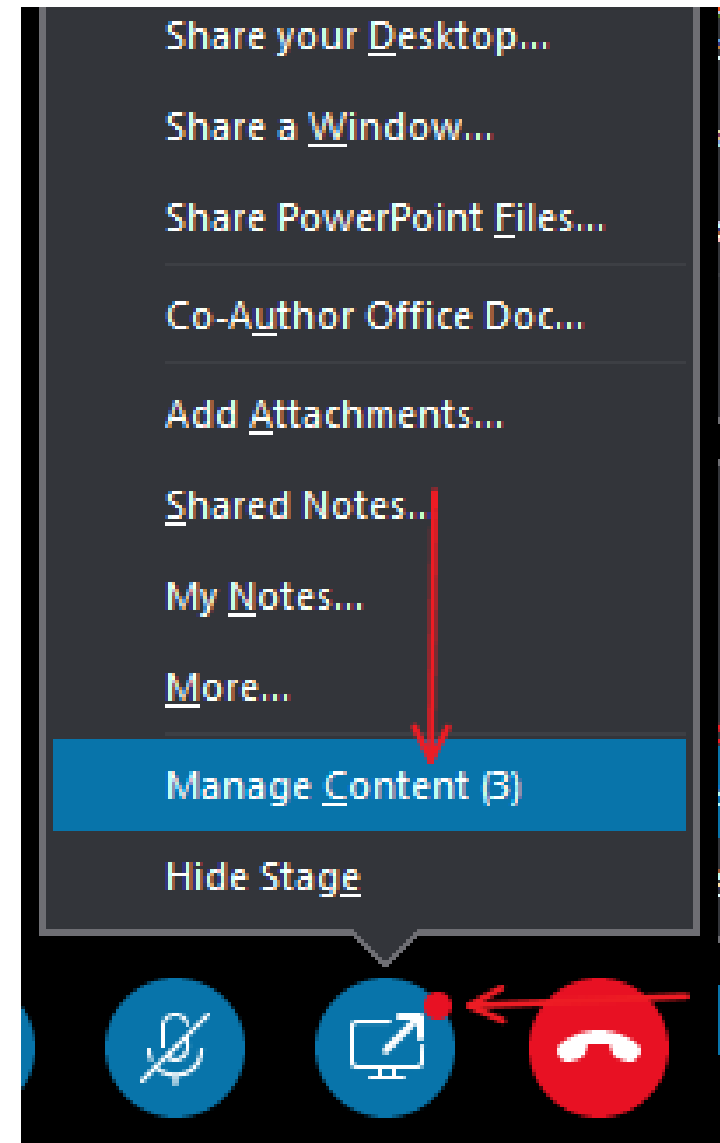


- When they are done presenting or you would like to present you must right click that user again and make that user an Attendee in the same location as above.
- You can share files from the menu in the chat section or other items from the menu shown below (if you hover over each it will tell you what its function is).



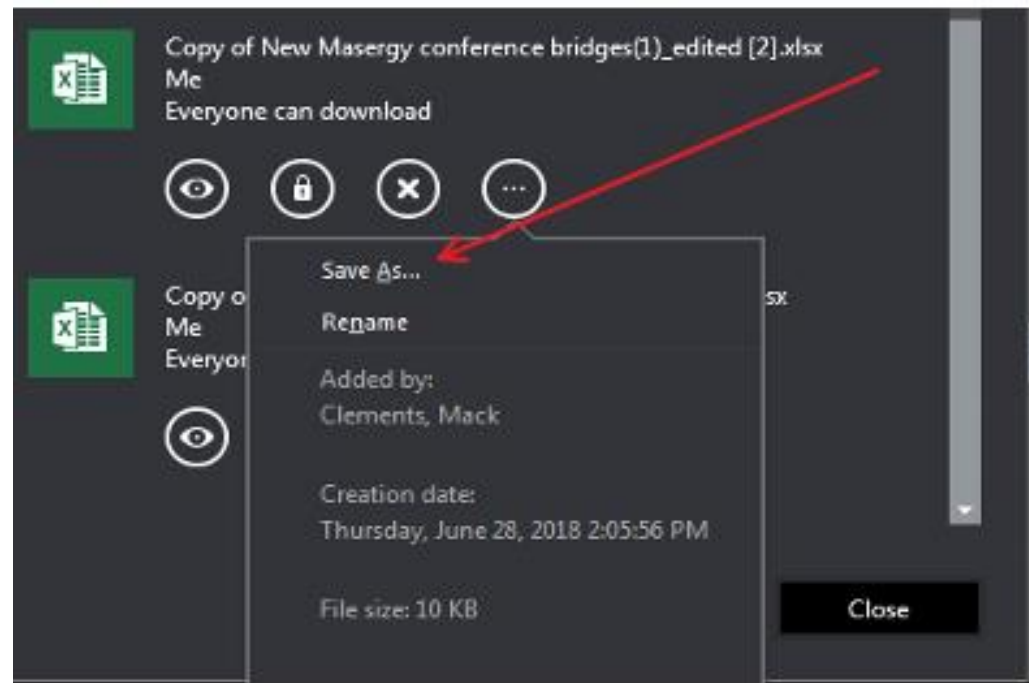
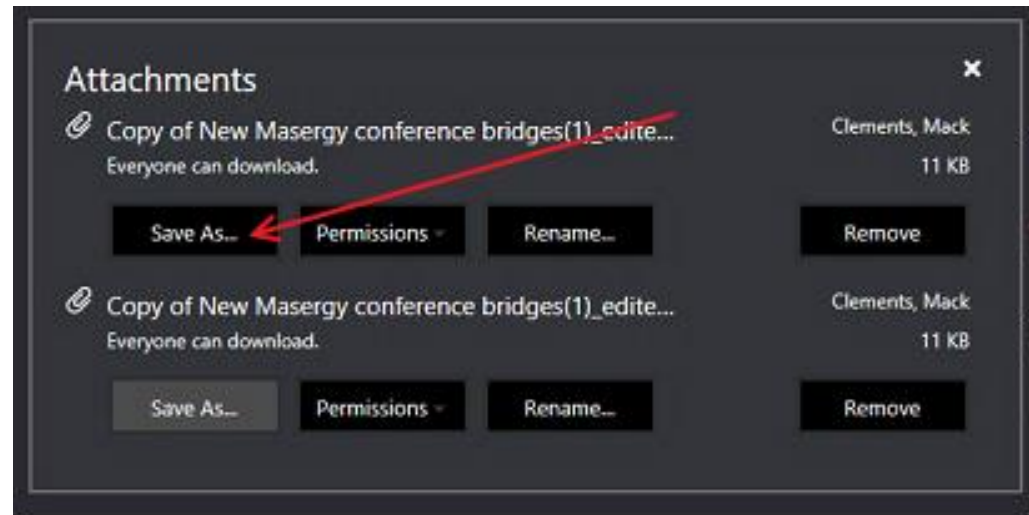
Other Options

- Once you have shared content with the meeting participants there will be a red dot showing for them. They must click on this red dot and go to manage content seen below.



Sharing Data

Once you are in manage content you can download the shared file. From the web version it is the first image and from the client version it is the second image.





Using ReadyTalk for Webinars

California SMP

Jasmine Suo

Micki Nozaki

History

- **2010 – SMP Expansion Grant**
- **Referral from California Association of Non-Profits**
- **Reviewed other products; ease of use a priority**
- **Plans based on line capacity, budget**
- **Current plan – 150 lines max and \$.04/minute phone charge**

Current Use

- **Training for Remote Audiences**
- **Monthly educational webinars w/ guest speakers**
- **Invitees: Partners and volunteers**
- **An overview of Medicare fraud**
- **Topics include:**
 - **All aspects of Medicare**
 - **Medi-Cal Fraud**
 - **Consumer Protection**
 - **LGBTIQ Cultural Competency**
 - **Hispanic Outreach**
 - **Medicare for Low-Income Beneficiaries**

Pre-Webinar

- **Identify appropriate topics**
- **Locate subject matter experts**
- **Schedule based on speaker availability**
- **Obtain descriptions, bios, slides**
- **Send announcements multiple times**
- **Post on website**
- **Schedule in ReadyTalk**
- **Registration invitations, registration link**
- **Email speaker slides to registrants**



Pre-Webinar (continued)

- **Conduct dry run with guest speaker and SMP**
 - **Introductions**
 - **Test compatibility with speaker's technology**
 - **Can we record the session?**
 - **Who will move slides?**
 - **When to take questions?**
 - **Chat or ?**



Day of Webinar

- **All speakers log on 15 minutes prior to start**
- **Promote speakers**
- **Activate audio (attendees can call in or use PC)**
- **Do sound check, mute all lines**
- **Welcome, hosted by, set recording**
- **Check for attendee questions, comments**



Post-Webinar

- **Survey pop-up before logout**
- **Solicit feedback, webinar ideas**
- **Send speaker thank you**
- **Send survey questions to appropriate speakers**
- **Send survey feedback to guest speaker**



CHALLENGES

- **Sound of speaker's voice during webinar**
- **No closed captioning**
- **No animation available**
- **Video sound low**
- **Slides must be in PPT (not PDF)**
- **Managing listeners who always ask for slides**
- **Managing listeners who can't hear speaker**
- **Working with busy speakers to get bio, description, slides**
- **Ensure we have a webinar backup**

POSITIVES

- **Simplicity, Ease of use**
- **Accessibility of reports**
 - **Registration for training credits in SIRS**
 - **Attendance, chat logs**
- **Recording stored for any length of time (monthly fee)**
- **Video option available (view the speaker)**
- **Customer support always available for attendees, moderator**
- **Price remains stable (under \$1000/year)**

READYTALK AND ZOOM

Brandy Bauer | June 27, 2019



National Council on Aging

Improving the lives of 10 million older adults by 2020

ReadyTalk: Pros

- Easy to use interface
- Can invite/email directly from the platform
- Tailorable registration fields and post-event surveys
- On-demand meetings (no scheduling required)—great for last minute need to share screens/documents with your colleagues
- Audio via web and/or phone
- Can flag questions & answers to make them easier to find
- Easy to download attendee information, chat questions
- Can edit recordings in the platform
- Can password-protect recordings and get notice of who's viewed
 - Useful for recording training webinars

ReadyTalk Conference Controls

Participants Web: 1 Hands Raised: 0
 Chairperson (Presenter)

Start Meeting Start Recording Share Add Co-Presenters Enable Webcams Invite Others Settings Help

ReadyTalk's easy-to-use interface (presenter view)

Click the **Start Meeting** button to begin your web conference.

Audio
 Use Computer Call Me
 or
 Call-In: 3032480285 US Toll
 Access Code: 4796976
[Edit Phonebook](#)

Participant Feedback
 Q&A Questions Answered

Presentation Show the next slide

1 Center for Benefits Access Advisory Committee Meeting
 2 Follow along with us online and on the phone
 3 Agenda
 4 Updates from NCOA
 5 Announcements Updates
 6 Policy Updates: Aaron Tax, SAGE

Add Slides Add Polls Add Video Remove

<Type message here>
 <Select Chat Recipient> Send

Type here to search

11:43 AM 5/1/2019

ReadyTalk: Cons

- Price
 - Basic webinar package is \$99 for up to 100 participants/month
 - Any more than 100-150 participants and you must upgrade to pricier operator-assisted webinar
- Cannot post files to download
- No built-in closed captioning
- Videos don't play well within the platform
- Character counts on polling questions
- Cannot significantly modify graphics/logos in emails sent from platform
- Can edit recordings in the platform
- Periodic technical issues (lines cutting out, delay in moving slides)

Zoom

- Video conferencing tool that can be used for meetings, webinars and webcasts
- Cost efficient
- Cloud-based and encrypted
- Automatically generates a transcript after recorded events
 - Can also buy closed captioning (third party integrated tool)
- Broadcast live on YouTube and Facebook
- Paypal integration to monetize webinars
- Cannot edit recording in the tool
- No email direct from system—integrates with other tools

Heather's Bonus Tips

If you use the feature to send emails from any platform (invitations, surveys, etc.), ask your team members to add the sending account to their safe senders list.

When using chat/Q&A features, pick one, but don't use both.

- People tend to get confused and just send their question in both, which means twice as much work for the host.

To more easily manage lots of chat questions, copy them from the web conferencing chat box into a Word document.

FAQ: What web conferencing options can I get for free (or almost free)?

Zoom: 40-minute sessions for free or unlimited use for \$15/month

Google Hangouts: A Chrome extension that provides free video conferencing

Skype for Business: Free for a limited number of accounts

FAQ: Where can I find free (or low cost) pictures?

- www.freeimages.com has a limited selection of free images to download
- www.stocksky.com has photos starting from \$15-30
- www.blendimages.com features more racial/ethnic diversity; photos start at \$20
- <https://unsplash.com/> has free photos with diverse audiences
- <https://pixabay.com/> also has free photos
- Take your own photos! Get photo releases.
- For additional suggestions, plus tips on legal usage of copyrighted images, see the PowerPoint and recording from the 6/17/16 webinar for SMPs, SHIPs, and MIPPAs: Legal Considerations for Social Media Webinar (slides 12 - 18).

FAQ: Which platforms offer closed captioning?

Platform	Panelists say...
WebEx	Available in Meeting Center but not Event Center
GoToMeeting/GoToWebinar	No closed captioning
ReadyTalk	No built-in closed captioning
Zoom	Automatically generates a transcript after recorded events; can also buy closed captioning (third party integrated tool)
Skype for Business	Language can be selected along with closed captions


Tip: Third-party tools are also available for closed captioning.

Disclaimer: This information is intended to provide an informal comparison based on what panelists learned when doing their own research. It may no longer be current! Please ask each provider for yourself as you do your own research.

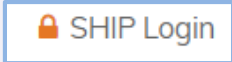
Webinar Resources in the Libraries

5

SMPs

- Step 1: Login at www.smpresource.org (click the blue SMP Login padlock). 
- Step 2: View the "Recent" list or conduct a search.
 - Tip: Search for keyword "production."

SHIPs

- Step 1: Login at www.shiptacenter.org (click the orange SHIP Login padlock). 
- Step 2: Go to the Resource Library and view "Recent"
 - Tip: Search for keyword "production."

MIPPAs: Resources will be emailed to the MIPPA listserv.

Webinar Production 101 Resources

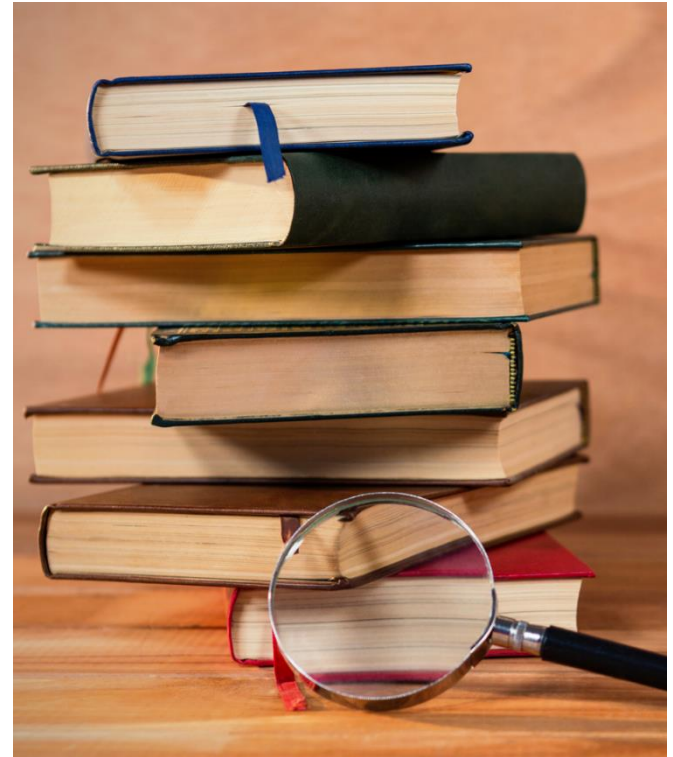
PDF handout of May 2, 2019 presentation

Recording of May 2, 2019 presentation

Webinar Production Checklist

Webinar Presenter Guide (Template)

SMP Group Education Training Manual



Questions and Sharing

Thank you for participating in today's webinar!
This presentation is now available for download.



**If you have questions or want to share tips about webinar production...
Please raise your hand!**

If you have questions later...
SMPs, email: info@smpresource.org
SHIPs, email: info@shiptacenter.org
MIPPAs, email: centerforbenefits@ncoa.org

This webinar was supported, in part, by grant numbers 90SATC0001 and 90MPRC0001, from the U.S. Administration for Community Living, Department of Health and Human Services, Washington, D.C. 20201.