

# Guidelines for NAIIEPP's Webinars

The following guidelines are established to guide how to conduct a webinar at the Nordic Association of IEP Paris. The webinars are one of NAIIEPP's most important and most visible means of communication to the public, so the webinars must be conducted following the spirit of the Nordic Association of IEP Paris.

The webinars can be conducted either with one guest being interviewed or with several guests as a panel discussion. In both cases, the interviews will be led by members of the Nordic Association of IEP Paris.

## Guideline 1: Content First with an Interesting Guest

The most important in the webinars is the content. The webinar has to be relevant to the audience. The Webinars of the NAIIEPP can only be successful when the audience is provided with webinars engaging and leading to insightful understanding and awareness on the topic of discussion.

The webinars must maintain high standards. Keep in mind that the NAIIEPP's audience participates in webinars to learn. For the webinar to be informative, make the webinar focused on a specific topic. The webinars are an excellent showcase for the NAIIEPP participants to show off their knowledge, so it is vital that you know the webinar's discussion topic and know both the topic's current status and the topic's past.

It is essential that the invited guest is an authority on the subject. The guest can be a politician, journalist or researcher. Regardless of who the guest is, it is crucial to maintain control. And regardless of who is invited, it is essential that the guest has the proper knowledge and experience to talk about the subject. Furthermore, it is important that the guest is credible and can show authority.

## Guideline 2: Promote the Webinar

NAIIEPP should promote webinars to prospective participants in time and through relevant channels:

- Instagram: post all relevant information and zoom link at least 1 week in advance
- Facebook: post all relevant information and zoom link on Sciences Po campus groups at least 5 working days in advance due to the waiting period for acceptance

- Email the "Responsable de la vie Étudiante" at each campus at least 1.5 weeks in advance, asking them to send the "information of the webinar + zoom link" to all students
- Invite friends and family outside Sciences Po

### Guideline 3: Structure to Get the Most out of Your Guest

The webinar should focus on only one topic, moderated by a few main questions. The guest has been invited for a reason, so make sure there is room for the guest to provide interesting information to the audience.

It is advantageous for the moderator to present the topic with facts, preferably established research. And instead of using emotionally charged words, use exact phrases, like correct data or statistics.

The webinar should have a recognizable and clear structure. Have focus and structure in the webinar. Distribute the time contemptuously, ensuring that the moderator, guest, and audience have enough time to discuss each question. The recommended length of the webinar is 30 minutes.

It is advantageous to present the structure at the beginning of the webinar and inform when and how to take questions from the audience.

- Introduction
  - Introduce the topic of the webinar and the guest
  - Moderator presents him/herself and the chat compiler
  - Give the guest the possibility to extend the information about him/herself and his/her organization
  - Introduce agenda: time for "Discussion" and time for "Q&A"
- Discussion
  - Moderator asks prepared main questions
  - Moderator follows up the main questions with more narrow questions
- Q&A
  - The audience may ask questions through the zoom chat to be handpicked by the person in charge of compiling the questions. Q&A section is flexible, following when a section of "Discussion" has been felled or at the end of the webinar.
  - The person in charge of compiling the questions in the zoom chat should send the handpicked questions to the moderator via the chat function as a private message.

## Guideline 4: The Setting and Decoration

It is vital that the webinar is performed under ultimate conditions, where the moderator also represents the Association. Hence, the following guidelines:

- Clothing
  - Business casual; not too undressed nor too dressed up
  - Monochrome clothes; because striped and squared shirts and blouses can produce image flickering
- No offending marks
  - Signs, clothes, symbols, accessories, etc
- Background
  - Zoom feature: the NAIIEPP trademark/logo
- Position
  - Place the computer webcam in line with your eyes to avoid seeing the faces from below. This position could be achieved by placing your computer on stacked books or boxes and ensuring it stands stable. This allows for a more respectable and professional experience.
- Light
  - Good lighting with a bright room is of importance since standard webcams do not provide good image quality under poor lighting
- Sound
  - It may be beneficial to use a headset microphone instead of relying on the computer's built-in microphone. The latter can create an unpleasant echo when talking during a webinar.
  - Eliminate any potential source of noise
- Soundcheck
  - Soundcheck at least 15 minutes before the start of the webinar
- PowerPoint
  - When waiting for the webinar to start (10 minutes before), the moderator can share a PowerPoint with the following information:
    - Topic
    - Guest
    - Organizer
    - Time
    - Practicalities
    - Inform that the session is recorded

## Guideline 5: Preparation before the Webinar

Keep in mind that the webinar is short and live. So be prepared. The moderator must be focused and capture the audience's attention immediately. There is only one key to success, and that is: preparation, preparation, preparation.

- The first impression is critical. In the beginning, the moderator sets the tone by engaging and welcoming the audience. Therefore, prepare a short introduction on the subject, the guest, and the team.
- Although the audience is likely to ask lots of intelligent and interesting questions, the moderator should always assume that the audience is not as engaged as expected. That the moderator thus has a list of prepared questions ready
- It is usually only good moderators who are remembered. A good moderator sounds confident and personal. Your ability to lead a webinar can only be improved with practice. If you are new at leading a webinar, a good trick is to prepare yourself by watching other webinars and videos.

## Guideline 6: Get Feedback on the Webinar

NAIEPP should thrive on receiving feedback from its audience. The purpose of the input is two-folded: partly to get information about what can be improved or what was good about the webinar, partly to make the participants engaged in the development of the webinars.

Feedback can be given on the website under the tab "Webinars" and subtab "Suggestions".

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