

Switching from workshops to webinars



Step by step guide

This step by step guide accompanies the free mini workshop.

First here are some questions to get you thinking:

- What do you want to achieve with your webinar?
- What topics do you feel confident in?
- Do you have any workshops that you've already been running? How could you change those into a webinar series?

1. To begin login to Zoom and **schedule a meeting**. This will form the basis of your webinar. Save the login details as these will need to be sent to the participants of your webinar.
2. Login to Eventbrite and **'Create an event'**. Complete the basic details including the name, date and time of the webinar (and time zone).
3. Fill in the **event details**. You can also add photos and videos here. Complete this section with the same information you would a leaflet or flyer about your workshop/event.
4. Complete the **online event page**, this will show when it's time for the webinar. You can add the login details here, or a pre-recording of your video if you do not have a strong enough internet connection. This will only show during the webinar time so don't include information that people will need after that time, e.g. how to get the notes etc. You can also skip this step and leave it blank.

5. **Create a ticket.** This is how people sign up to an event in Eventbrite, you buy a ticket. Give the ticket a name and a price or mark it as free. How many people do you want as a maximum for your webinar? Enter that in the quantity. Save and add the ticket to your event.
6. On the **dashboard** you can view everything at a glance and if you scroll to the bottom of the screen you will see an event link. This is what you will need to add to social media or your website to sell the tickets to your webinar.
7. In order options, complete the **order confirmation** section. Under **customise webpage** – this is the thank you message that the participant will get when they buy a ticket. You can add a link back to your website or social media.
8. In the bottom section of this page – **Customise Email** – this is the email that the participants will get with the Zoom login details in. Copy and paste it in from either your word document or straight from Zoom. Remember to save at the bottom.
9. In **Invite and Promote** you can link to Facebook but you can also just use the link under the Dashboard section.
10. Under **Manage attendees** you can view everyone who's signed up for the event under **Orders**. You can also download the attendee list.
11. In **Emails to Attendees** you will need to create some automated emails. Eventbrite will automatically email the participants 2 days before your event to remind them about it. I recommend creating an automated email here to send out information after the event. This can be used for people who didn't make it to the webinar but still want the recording and also to show the attendees how they can access the video recording.
12. Use Google slides, Powerpoint or another similar presentation software to create a presentation for your webinar. Use the information you would normally use for your workshop. Or if you'd prefer you can use a series of pictures of herbs, e.g. a virtual herb walk.
13. Once it's time for your webinar make sure you have all of the materials you need, including YouTube videos, your own videos or photos.

14. Open Zoom and start the webinar that you created at the beginning. You can mute yourself and turn off your video while you get ready. Remember to add chat and record your webinar.
15. Introduce yourself when you are ready and share your screen for your presentation, videos or photos. Allow questions at the end but remember to pause the recording so that you don't use anyone's personal information in your video.
16. Once you've answered all of the questions say goodbye and close the meeting for all. The recording will stop and a zoom will produce a video recording.
17. You can then use your recording and materials for your participants, either send them via email at a reduced size or host them on a file sharing program. You can also add it to your website for sale or for free.