

AUDIENCE ASSESSMENT

Answer the questions below with regards to your target audience for your webinar. If you have trouble answering any of the questions, you may consider asking for this information in a registration form or pre-assessment activity.

Who will be participating in this webinar? What do they do?

What do they currently know about the content being presented? Is this prior knowledge consistent for everyone attending the webinar?

Have they taken any other related classes or workshops?

How will these previous classes or workshops correspond with what will be taught in this webinar?

What are the overarching learning needs for this group of participants?

How will the anticipated material presented meet these learning needs?

PURPOSE OR GOAL STATEMENT

Write your purpose or goal statement for the webinar below. If there were only one concept or idea that you would like your audience to take with them at the end of the session, what would it be? This idea or concept should be referenced or explained in your goal statement.

Target Population

Elaborate on your answers to the questions on the Audience Assessment worksheet.

Learner Motivation

Explain why your target group of learners will be engaged by the material to be presented.

Prerequisites and Prior Knowledge

Note if any special materials, courses or prior knowledge are necessary to complete this lesson.

Context and Setting

Describe how you will deliver the presentation and where instruction will occur.

Assessment Activities

Briefly mention any assessment activities that will be delivered as part of the lesson.

Technical Requirements

Make a note of any special technical requirements for both the presenter and learners in terms of completing this lesson.

Evaluation Process

Describe the process you will use to evaluate the effectiveness of instruction.

SYSTEM SELECTION WORKSHEET

I need the following functionality for my webinar:

- Whiteboard
- Chat Box
- Attendee List
- Recording
- Polling
- Screen Sharing
- Video Feeds
- ____ # of Participants
- Mobile Access
- Screen Control
- Presentation Sharing

Other (List Below)

- _____
- _____
- _____
- _____

I have chosen to use _____ as it supports most/all of the needs listed above and aligns with the budget for this project.

I have chosen to employ the following technology in addition to the application listed above as a means of rounding out the technical needs for the presentation:

PRESENTATION DESIGN WORKSHEET

Layout

- Headers are prominently displayed
- Visual hierarchy created between text and content
- Images relate to content
- Focal point set on all layouts
- No more than 5 points (i.e. bullets) presented at a time
- No more than 7 words presented per point
- KISS your layouts (Keep it short and simple!)
- KILL your layouts (Keep it large and legible!)

Typography

- Font doesn't detract from slide design
- Font is available on presentation computer (or even better, you are using system fonts)
- Use of different fonts kept to a minimum
- Fonts are legible

Color

- Background color doesn't detract from presentation (or hurt the viewers)
- Text color creates visual contrast with background
- Images and template colors are coordinated
- Color reflects the mood of your presentation

Multimedia and Interactive Elements

- Multimedia elements are used to engage the viewer (and not enrage them)
- Animations and effects do not detract from presentation
- Use video, audio and interactive elements to improve presentation
- Use engagement activities to keep users involved

Preparation and Presentation

- Print out your notes
- Rehearse your presentation
- Backup your presentation in more than one way
- Test your equipment
- Don't read your content off the screen
- Sources are credited
- Blacken your screen or hide imagery to bring focus back to you
- Be ready to adapt on the fly

PRE/POST-ASSESSMENT WORKSHEET

Use the fields below to list your pre-assessment and post-assessment questions for your webinar. Describe the delivery mechanism for each below the list of questions (i.e. pre- or post-survey, chat box, poll).

Pre-Assessment Questions

Delivery Mechanism:

Post-Assessment Questions

Delivery Mechanism:

NINE EVENTS OF INSTRUCTION WORKSHEET

Briefly describe how you plan to meet Gagne's Nine Events of Instruction with your presentation and engagement activities:

Gain Attention

Inform of Learning Objectives

Stimulate Prior Knowledge

Present the Content

Provide Guidance

Elicit Performance

Provide Feedback

Assess Performance

Enhance Retention/Knowledge Transfer

Results

Present the results of the data collection.

Analysis

Briefly analyze the implications of the data collected in relation to the evaluation questions.

Summary

Summarize the findings, provide answers to the evaluation questions and discuss future plans.
