



## Webinar Primer

### Webinar Basics

A&WMA wants to keep you current on hot topics and breaking information in the environmental arena. Our webinars allow you to interact with the experts on the topic at hand from the convenience of your home or office and stay on the cutting edge.

### **What is Webinar?**

Webinars, also known as webcasts or virtual seminars, are live Web events that you can “attend” right from your office. Participants utilize audio through a telephone and the Web through an Internet connection, all from the convenience of their office or home, or even while on travel. During the live event, presenters guide participants over the Internet through an enhanced PowerPoint presentation. These events are usually two hours in length, and there is ample time built into each conference through scheduled Q&A sessions to allow you to interact with the presenters. You are able to submit questions over the telephone or via the Web. You are also able to participate in interactive polling activities.

### **Why participate in a webinar?**

- Webinars focus on hot-topic information. There is also an added bonus - the savings are significant! There is no travel time or hassle -- and no travel expense or valuable time away from the office.
- Invite staff members, colleagues, or clients to listen and participate - all for one registration fee. It's a great way to update as many people as you want in a convenient, cost-effective way.
- Interact with experts from the convenience of your office.

### **How does it work?**

It's easy and very convenient! You just need a phone for the audio and an Internet connection for viewing slides and other information on the Web.

The audio portion is delivered over the telephone for reliable and clear sound quality. It has the feel of a talk-radio program. Many participants use a speakerphone so that several individuals can participate at once.

The visual information is delivered via the Internet. It's like watching a slide presentation with the added value of speakers annotating the slides, showing forms, etc. Many participants use a projection unit to accommodate a large audience.

Prior to the event, please visit the event details found at [www.awma.org/events](http://www.awma.org/events) to test your computer to ensure it is configured properly and to install the virtual seminar software.

### **How much does it cost?**

Registration fees include: one telephone connection, one Internet connection, one set of handout materials, and *unlimited* participation at your site. Fees vary for each event but normally fall in the range of \$195-\$260 per site. In some cases, recordings may be available if you are not able to attend the live program.

### **What about continuing education credit?**

Certificates are available by request to those who participate in live events. Instructions on obtaining certificates are included in event materials. Certificates may be used to document continuing education credit (P.E., CLE, etc.).

### **Organizing a Webinar**

It's easy and requires little time!

Do you have an idea for a webinar? Submit a proposal. Then, A&WMA will basically take care of the rest.

### **Webinar Presenter Responsibilities**

Because this is a webinar event, presenters can participate from the convenience of their individual offices.

In addition to presenting during the conference, presenters may be asked to:

- attend a planning conference call to discuss the conference format, agenda, promotion, etc;
- attend orientation calls to gain familiarity with the webinar software;
- develop PowerPoint slides for use during the conference;
- provide a short biographical sketch (3-4 sentences) and a electronic photograph; and
- answer questions brought forth by conference participants during the live event.

A&WMA and its vendor will provide tips and train each presenter on how to utilize the software features. Presenters will have hands-on instruction and may also receive a hands-free headset to use during the event. Finally, a professional moderator will assist with orientation and will help guide the program on event day.

Please contact

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with any questions.

**Visit [www.awma.org/events](http://www.awma.org/events) for upcoming webinars!**