

**Process Name:** Seidman Webinars

**Background**

In April of 2020, Seidman College started offering a webinar series to the community in response to the issues and urgency brought on by the COVID-19 pandemic. The process has evolved as we’ve offered these virtual events. This documentation captures the process used to produce the webinars.

**Roles**

Event Lead – Karen Ruedinger: Scheduling events, marketing, overseeing registration and communication with external participants and internal resources

Marketing Support – Jenna Grooms (Seidman Series) with Lori Christopher as her backup and Ashley Jefferson (KBEI Series) with Lori Christopher as her backup under the leadership of the Event Lead

Technical Lead – Chris Gillespie: Technical production from pre-event set up to post-event recording production and placing recordings on the Seidman YouTube Channel; keeps up to date on the technology needed for production (e.g. Zoom Webinars)

Technical Support – SCB Modality students under the leadership of the Technical Lead

**Key Steps & Timing**

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|  | **Step** | **Responsible Party** | **Timing** |
| 1 | Identify webinar topic and type (e.g. virtual or hyflex) or receive a request for a webinar; vet the idea internally | Event Lead | At least 4 weeks prior to the proposed event date |
| 2 | Create an appointment on the SCB Webinars calendar with “HOLD Event Name” note the event type and internal sponsor name (if applicable) in the appointment notes; schedule for actual event time plus 15 min prior (virtual) or 20 min prior (hyflex); send to SCB\_Modality and include the Modality students by name and the Technical Lead | Event Lead | At least 4 weeks prior to the proposed event date |
| 3 | Confirm event date, time, and webinar type; ensure technical staffing is available and that any special event requests can be accommodated; inform Event Lead by email | Technical Lead | At least 3 weeks prior to the proposed event date |
| 4 | Send appointments to the webinar tech team members with additional pre-event timing and post-event timing. Remove the HOLD on the SCB Webinars calendar. Include the Event Lead in these appointments. | Technical Lead | At least 3 weeks prior to the event date |
| 5 | Request availability of Dean Lawson to host the event (if applicable…Diana doesn’t host the KBEI webinars) | Event Lead | At least 3 weeks prior to the event date |
| 6 | Generate the Zoom attendee/participant link with **registration enabled and providing an opportunity for attendees to submit questions** in Zoom and email to Marketing Support and CC: Event Lead | Technical Support | At least 3 weeks prior to the proposed event date |
| 7 | Finalize panelists for the webinar | Event Moderator | At least 3 weeks prior to the event date |
| 8 | Finalize the event information:   * Title and description * Panelist names, titles, organization * Panelist emails | Event Lead | At least 3 weeks prior to the event date |
| 9 | Send event information to Marketing Support (Jenna) | Event Lead | At least 3 weeks prior to the event date |
| 10 | Update [webinars page](https://www.gvsu.edu/seidman/seidman-webinars-197.htm) with event information and prepare e-blast and social media squares. Send squares to Event Lead and draft email to Event Lead for review. | Marketing Support (Jenna) | At least 3 weeks prior to the event date |
| 11 | Create CMS event, clicking to add to the Main GVSU Events Calendar, and adding the tag alumni. (Note: registration is NOT through CMS) | Marketing Support (Jenna) | At least 3 weeks prior to the event date |
| 12 | Create social media events on LinkedIn and Facebook. Schedule posts as appropriate. | Marketing Support (Jenna) | 2-3 weeks prior to the event date |
| 13 | Send panelist information to Technical Support CC: Technical Lead and SCB Modality (names and emails) | Event Lead | 2-3 weeks prior to the event date |
| 14 | Email panelists confirming dates and requesting bio and headshot; include Marketing Kit and social media squares; let them know they will/have received individual panelist links for the webinar from SCB\_Webinars (NOTE: Do not include the panelist link in the appointment as each is different.) | Event Lead | At least 2 weeks prior to the event date |
| 15 | Add panelists to the SCB Webinars appointment | Event Lead | At least 2 weeks prior to the event date |
| 16 | Generate panelist links for the webinars and email to each panelist | Technical Support | At least 2 weeks prior to the event date |
| 17 | Send social media squares to any event partners | Event Lead | At least 2 weeks prior to the event date |
| 18 | Plan for the event with panelists by email or a virtual meeting | Event Moderator | At least 2 weeks prior to the event date |
| 19 | Send draft e-blast to Event Lead for review | Marketing Support | At least 24 hours before each e-blast |
| 20 | Review and send approval for e-blast to Marketing Support | Event Lead | At least 2 weeks prior to the event date |
| 21 | Schedule e-blasts (initial eblast plus reminder) | Marketing Support | At least 2 weeks prior to the event date |
| 22 | Send all panelist bios and headshots to the Marketing Support | Event Lead | 1-2 weeks prior to the event date |
| 23 | Create event PPT slides and send to Event Lead and SCB Modality. Save last slide as a different file from the other slides shown at the beginning of the webinar. | Marketing Support  (Jenna for SCB)  (Ashley for KBEI) | 1 week prior to the event |
| 24 | Provide attendee list and questions received through registration to Event Lead and Michael DeWilde (if KBEI webinar) CC: Marketing Support | Technical Support | 1 week prior to the event and again 48 hours before the event |
| 25 | Run test of technology in the space where the event is taking place; prepare back-up solution | Technical Support | Same week as the event |
| 26 | Reminder to those who registered auto-sent from Zoom | Zoom/Technical Support | 1 day prior to the event |
| 27 | Send technical tips email as part of reminder to panelists | Event Lead | Morning of Event |
| 28 | Send reminder email to panelists with their unique links for the webinar | Technical Support | Day of Event |
| 29 | Set up for event; send final event registration list to Marketing Lead and Marketing Support; and run audio/video check with panelists; prepare PPT slides to run | Technical Support | Day of Event |
| 30 | Run the Webinar | Technical Support | Day of Event |
| 31 | Download the event recording & email Event Lead with the final number of registrants and attendees for the event | Technical Support | Day of Event |
| 32 | Upload event recording to the Seidman YouTube Channel under The Seidman Series Webinars playlist (in order of newest to oldest and use a thumbnail of the panelists on screen); alert the Marketing Lead and Support that the video is available on YouTube | Technical Support | Within 2 business days after the event |
| 33 | Update [webinars page](https://www.gvsu.edu/seidman/seidman-webinars-197.htm) with the recording link | Marketing Support | Within 1 week after the event |
| 34 | Send an e-blast to the registrants alerting them to the recording link | Marketing Support | Within 1 week after the event |

**Zoom Webinars Specifications**

* Zoom registration required
* Zoom authentication required
* Q&A disabled
* Chat enabled between panelists only
* Opportunity for registrants to submit questions for the panelists if submitted at least 48 hours before the webinar. Verbiage: *Do you have a question for the panelist(s)?* (Note: Questions for the panelists will be considered for registrations completed at least 48 hours prior to the event. Event constraints may not allow all questions to be addressed during the webinar.)
* Zoom auto reminder to those who register, one day prior to the event
* Zoom auto reminder to panelists, one day prior to the event
* Set Zoom to close registration after the event

**Zoom Webinar Links**

Attendee – One link for all attendees to use.

Panelist – Each panelist will receive a unique link assigned to them.

If a panelist is removed from a webinar, their IP (router/computer) address is blocked. To rejoin, they can use their cell phone or try rebooting their internet router and computer to change their IP.

**FAQ’s**

**Q.** *Where are event files stored?*

**A.** \\office.ads.gvsu.edu\dfs\SCB-Dean-Data\DEAN'S OFFICE\Events\Seidman Series

**Q.** *Are there any notable differences in the panelist roles?*

**A.** Yes. There’s a panelist-host who introduces and closes the webinar; a panelist-moderator who introduces the panelist-guests and facilitates the discussion; and the panelist-guest(s) who provide the content. In some cases (e.g. KBEI webinar series) the host and moderator are the same person. Also, there are sometimes panelist-event support people such as the Event Lead and possibly others who are in the background during the webinar (never visible and always muted) who are on hand to help facilitate the event as needed. The Chat feature should stay open between all panelists to facilitate this communication.

**Q.** *Who is the marketing point person at the GR Chamber?*

**A.** Maddie Finn [maddie@grandrapids.org](mailto:maddie@grandrapids.org). Note that not all webinars are in partnership with the GR Chamber. Only the Seidman Series Webinars for West Michigan Business currently is in partnership with the GR Chamber.

**Q.** *Who maintains the credentials for the Seidman YouTube Channel?*

**A.** Dana Lewis in the Dean’s Office

**Q.** *Who maintains the credentials for the Seidman Webinars Zoom License?*

**A.** All PSS in the Dean’s Office

**Q.** *Who schedules the backup Panopto recording for hyflex webinars?*

**A.** EMBA Classes = Anthony Mayberry; Non-EMBA Classes = Technical Lead

**Additional Questions**

Additional questions regarding this procedure can be directed to Karen Ruedinger ([ruedingk@gvsu.edu](mailto:ruedingk@gvsu.edu)) in the Dean’s Office.