



International Training
Center Paris

TRAINING SCHEDULE

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WEBINAR PRODUCTION AND HOSTING

Overview:

This training is designed to teach participants the skills and techniques needed to produce and host successful webinars. Participants will learn how to plan and prepare a webinar, create engaging content, use webinar software and equipment, and host the webinar effectively.

Objectives:

- Understand the basics of webinar production and hosting
- Develop the skills to plan and prepare a webinar
- Create engaging content for the webinar
- Learn how to use webinar software and equipment
- Host the webinar effectively and engage with participants
- Evaluate the success of the webinar and make improvements for future webinars.

By the end of this training program, participants will have the knowledge and skills to produce and host successful webinars that engage and inform participants.

Targeted Groups:

- Webinar producers
- PR specialists exploring webinar strategies
- Communication professionals hosting webinars
- Marketing managers focusing on virtual events
- Professionals involved in online training and webinars

Planning:

Day 1: Introduction to Webinar Production and Hosting

- Introduction to webinars and their benefits
- Overview of webinar production and hosting process
- Planning and goal setting for webinars

Day 2: Creating Engaging Content

- Developing a webinar topic and content
- Best practices for engaging webinar content
- Incorporating visuals and multimedia into webinars

Day 3: Using Webinar Software and Equipment

- Overview of webinar software and equipment options
- Setting up and testing equipment for webinars
- Troubleshooting common technical issues

Day 4: Hosting the Webinar

- Best practices for engaging with participants
- Handling questions and managing participant engagement
- Hosting a successful webinar

Day 5: Evaluating and Improving Webinars

- Measuring success and analyzing webinar data
- Identifying areas for improvement and making changes
- Developing a plan for future webinars.