YOUR IDEA COUNTS – WEBINAR SCENARIO
FOR PROFESSIONALS WORKING WITH OLDER PEOPLE

The process of planning and delivering a webinar:

1.	Topic, topic definition, webinar title
2.	Selection of speakers and other actors necessary for the successful implementation
3.	Identifying target audiences, compiling a mailing list
4.	Definition of format(s)
5.	Designing a structure: - Introduction: what are the aims of the webinar, introductory thoughts - Introduction of participants - Description of the exact timetable - Main part: unfolding the theme - Summary: a brief summary of what you heard - Background: tools and websites used and mentioned during the webinar - What's next?
6.	Preparing a script
7.	Visual design
8.	Preparing a slide
9.	Platform selection
10.	Technical test
11.	Webinar live
12.	Follow-up, evaluation

Script:

Greetings

- Welcome to participants
- Introductions: speakers and participants
- Presentation of the course and duration of the webinar

Introduction

- Introduction to the content and purpose of the webinar
- Content note and main points of the outline
- Inform participants how they can ask questions, what their role will be during the webinar, what type and level of activity we expect from them
- Accessing and sharing the webinar material and its summary
- contact details

Content

- Presentation 1: Ageing today - 15 minutes
- Questions, reflections - 10 minutes
- Break - 5 minutes
- Presentation 2: Active ageing: motivations, good practices - 15 min
- Questions, reflections - 10 minutes
- Break - 5 minutes
- Presentation 2: Community budgeting method, involving older people - 15 min
- Questions, reflections - 10 minutes
- Description of sources

Summary

Close

- Re-sharing contact details and ways to access the webinar
- Webinar evaluation format and procedure
- Farewell thank you for your attention, questions, active participation