"Grab the Mic" webinars: a guide

Purpose

These guidelines are intended to create clear expectations for BEAM "Grab the Mic" webinars offered through the BEAM Exchange webinar platform.

Webinars support knowledge sharing and learning initiatives which are at the core of BEAM Exchange. BEAM utilises webinars to showcase ideas, experts, knowledge, skills, and engage with the community

Implemented effectively, webinars will:

- Support learning and innovation
- Stimulate discussion and ideas
- Support effective engagement with the community
- Increase programmes visibility and demonstrate success stories

Since 2014, BEAM has facilitated over 75 webinars. Grab the Mic webinars offer practitioners the opportunity to take the lead on a webinar – the topic, panel and date is your choice – and BEAM will provide technical and general support.

Planning a webinar

As a first step, provide the following information to BEAM:

1. Purpose. What is the goal of the webinar and what key messages will be communicated?
2. Audience. Who are you trying to reach at the webinar?
3. Format. Who will be presenting (bear in mind that Grab the Mic webinars last for 1 hour and presentations should not exceed 30 minutes, leaving 30 minutes for Q&A.)
4. Balance and neutrality. How will you ensure the panel is balanced and representative?
5. Promotion. How will you promote the webinar among your networks?
6. Agree to the responsibilities of webinar lead (next section).

Responsibilities of the webinar lead

- Coordinate with the BEAM team (Isabelle Gore and Mike Albu) to select a topic, time and date for the webinar. Webinars must be planned at least 6 weeks in advance of intended date.
- Provide BEAM with the title, a description of the webinar, and names of the presenters.
- Source the speaker(s) and moderator (BEAM is happy to moderate). We advise a minimum of 2 speakers and a maximum of 4. Presenters must be identified at least one month prior to the webinar.
- Ensure there is gender diversity. If the panel consists of two or more people, at least one person should be female.
- Develop content in accordance with the Content Guidelines (below) and provide it to the BEAM team to review at least one month before the webinar.

- Attend a mock webinar at least two weeks before the webinar, with a draft version of the PowerPoint presentation.
- Prepare to answer questions on the topic during the webinar and in a follow-up a discussion on LinkedIn.
- Have access to a good internet connection, or the option to dial in if needed
- Authorisation. If sharing a tool, or lessons from a programme, it is imperative that consent is given from the original source. For example, if you intend to share anecdotes from working on X programme, then X programme must be notified of the intention and what you plan to say, in advance of the webinar
- It should go without saying, but all presenters must be polite, civil and respectful during the webinar.

Content guidelines

- Presenters should be experts on the topic they are presenting.
- The PowerPoint presentation must **not be text-heavy** and the use **of images and diagrams** is strongly encouraged
- The cover page of the presentation must include the following (we will provide this):
  - The BEAM Exchange logo
  - The sub- title "Grab the Mic webinar"
  - The title of the webinar
  - The names and photos (headshots) of the speakers
  - The date
- The last page of the presentation must include the following (we can provide this):
  - The BEAM Exchange logo
  - Contact details of all presenters
  - A link for more information
  - The presenters' logos may also be included.

Responsibilities of BEAM Exchange

- Work with the webinar lead to finalise webinar content
- Register participants
- Share the list of participants and questions before the webinar
- Promote the webinar through
  - LinkedIn
  - BEAM website
  - Twitter
  - Email lists
- Promotion of the webinar will clearly state that the webinar is organised by ("host name") in partnership with BEAM Exchange
- Lead on the technical front, i.e. host the webinar and respond to technical queries during the webinar
- If required, a BEAM team member can act as webinar moderator
- Post the webinar recording and presentation on the BEAM website
- Share the post-webinar survey with the host after the event

Contacts

To "grab the mic" and lead a webinar, or for more information, please contact:
Isabelle Gore: isabelle.gore@beamexchange.org