



Co-Host a Webinar with CDPAC Fall 2016

About CDPAC:

CDPAC is a network of many of Canada's largest health charities and provider groups who have come together around the common cause of healthy living for chronic disease prevention. Our vision is that: "Canadians will be supported by a comprehensive, sufficiently resourced, sustainable, and integrated system of research, surveillance, policies, and programs that promote health and prevent chronic disease." Our mission is: "To take an integrated, population health approach to influence policies and practices that will help prevent chronic disease." Our Alliance members are:



CDPAC Webinars:

Among our knowledge mobilization activities, CDPAC has a long history of hosting high quality and well attended webinars. CDPAC webinars:

- Engage public health practitioners, policy experts, decision-makers and researchers in real-time contextualization of the information presented for program, policy and practice development; and decision-making in their settings and jurisdictions
- Provide opportunities for networking, focused dialogue, and the creation of action-oriented linkages across individuals, organizations, strategies and sectors concerned with chronic disease prevention
- Have the capacity to accommodate up to 500 attendees
- Typically feature 1-3 speakers from Canada, and may include international speakers

What we do:

Technical and Logistical Support: CDPAC works with co-hosts to develop topics and content and invite speakers (if required) and coordinate webinar logistics, including development of materials for marketing and promotion via CDPAC's networks, mailing list, and social media. CDPAC works directly with co-hosts and confirmed speakers to guide development of slide decks and adjunct materials, and prepare speakers for presentation via webinar. CDPAC manages each step in the webinar process including online registration, e-mail reminders, participation in the live webinar, and follow-up.

Pan-Canadian Promotion: CDPAC advertises webinars broadly through its Alliance members ([view](#)) and Network of Provincial/Territorial Alliances ([view](#)) and their respective networks, as well as through CDPAC's electronic mailing list and social media channels. The combination of these communication and dissemination methods allows CDPAC to reach a broad range of public health professionals and stakeholders across Canada.

Technology: CDPAC webinars use Cisco WebEx technology with simultaneous internet and audioconference. WebEx allows participants to communicate via a chat and question and answer feature, and provides detailed participation statistics that permit analysis of participant engagement. In addition, the participant registration process in WebEx allows collection of demographics such as organization, sector, and regional representation.

Evaluation: CDPAC will administer online follow-up evaluation survey per the co-host's requirements to webinar attendees and synthesize responses within a report for each webinar that includes webinar details and participation rates.

Archival: At co-hosts request, all webinar presentation content including slide-deck presentations and on-demand recordings of the webinars, will be made publicly available on www.cdpac.ca following the webinars.

Webinar process, tasks timelines and cost:

Below is an overview of the typical process, tasks, timelines, and cost involved in co-hosting a CDPAC webinar.

Milestones	Activities	Effort	Completion by
1. Webinar preparation			
Advisory group formed, comprised of 3-6 individuals that will provide input into the webinar structure, topics and speakers	<i>(Optional)</i> Advisory Group creation and chairing tele-meetings, prepare agendas, take minutes and prepare final action summaries and minutes	1.5 days	Up to 8 weeks pre-webinar
Presentation topics, structure, themes, and presenters confirmed	-Final webinar topics/structure identified; presenters identified and invited	1/8 day	Up to 6 weeks pre-webinar
Promotion and marketing by e-mail and website pages	-Creation of e-mail and web content, dissemination	1/4 day	Up to 6 weeks pre-webinar
Online registration opened for webinar audiences	-Set up online registration system	1/16 day	
Final consolidated presentations delivered to participants and available for download online	-Presentations consolidated into single slide deck -Consolidated presentation sent out to registrants, posted online	1/8 day	Up to 2 weeks pre-webinar
Webinar speakers prepared technically and logistically for live webinar delivery	-Hold 'walk-through' training session for the partners and presenters about use of online webinar technology prior to webinar -Work with presenters to refine slide presentations and troubleshoot any technical issues	1/8 day	
Sub-total		¹¹/₁₆ days (optional 2 ³/₁₆ days)	
2. Webinar Delivery			
-Preparation and setup of webinar technology (simultaneous internet, audio conferencing)	-Online webinar platform started, audio lines opened	1/4 day	Day before webinar and day of webinar
-Webinar Delivery	-Set up, test, monitor the online webinar and audioconference -Provide technical/logistics support throughout the webinar (i.e., participation, time management, AV for the presentation slides) -Moderate the introduction, closure and discussions (text and verbal) -Enable the partners/presenters to moderate the webinar delivery/discussions per their preference (part or all) -Webinar recorded		
Sub-total		¹/₄ days	
3. Follow-up and reporting			
-Webinar content archived on www.cdpac.ca and promoted via CDPAC's social media (Twitter,	-Edit webinar recording to remove pauses, gaps at opening and closing -Post to www.cdpac.ca webinar summary page presentation slides, on-demand webinar recordings (hosted on YouTube), related	1/2 day	Within 1 week after webinar

Facebook, YouTube)	resources and information (per co-host) -Promote webinar materials to CDPAC's networks via CDPAC's social media, e-mail newsletter		
-Feedback gathered and follow-up evaluation implemented	-Work with co-host to develop online evaluation survey, and implement survey with webinar attendees during and immediately following webinar, as well as one follow-up reminder for non-respondents	1/8 day	Pre- and post-webinar
-Webinar evaluation report	-Generate a draft summary report synthesizing key feedback, follow-up evaluation responses, and descriptive data on participants -Finalize report based on feedback from co-host	1/4 day	2-4 weeks after webinar (per co-host's requirements)
Sub-total		1 1/8 days	
TOTAL		2 1/16 days <i>(optional 3 9/16 days)</i>	

Total Cost (Estimated – varies according to requirements of co-host)

Option 1. Primarily Technical Support (co-host identifies speakers, topics, and content)

2 1/16 days @ \$650/day: **\$1,340.63 + 13% HST = \$1,514.91**

*NOTE: Includes audio over WebEx only
(a teleconference line is available at cost – \$0.025/min per participant)*

OR

Option 2. Technical Support + Joint Webinar Content Planning & Development

3 9/16 days @ \$650/day: **\$2,315.63 + 13% HST = \$2,616.66**

**optional tasks marked in red in the chart above*

*NOTE: Includes audio over WebEx only
(a teleconference line is available at cost – \$0.025/min per participant)*

OR

Other options, to be discussed – contact admin@cdpac.ca to find out more.

- Small invited webinars (eg. trainings, meetings, e-workshops, consultations)
- Local/regional webinars
- Simultaneous French/English
- Paid attendance
- Pre- and post-webinar activities (eg. Discussions groups, TweetChats)
- Videoconferencing
- Live audio/video sharing
- Screen sharing (eg. Collaborations, website walkthroughs, demos)
- Polling, quizzes