Interested in sponsoring or taking part in an AdvisorConnect Webinar?
Here is some information to help you determine whether this venue is a good fit for your topic of interest/expertise:

Topic Selection

NACADA Web Event topics are selected based on the following general criteria:
1. Timeliness and relevance of topic to NACADA membership.
2. Topic's contribution to the advising field.
3. Adaptability of ideas to a variety of institutional settings.
4. Clearly stated purpose and objectives.
5. Creativity in an approach to a situation or in ways to manage it.
6. Background and experience of the presenters/panelists.

For the **2013-2014 Season** (Sept 2013-May 2014), the Web Event Production Team would like to feature Panel Discussion format Webinars sponsored by our Commission and Interest Group Division.

Panel Discussion Webinar Format

Over the course of six seasons, including over 50 Web Events in a variety of formats, we have learned that our participants are most engaged by a Panel Discussion Webinar format including a Moderator and 2-4 Panelists. The Web Event Producer, Executive Office technology personnel, Assistant Producer, Moderator, and Panelists form the Webinar Team.

Team Member Responsibilities:
- The **Web Event Producer** (Leigh Cunningham) is responsible for guiding the team through the process, from concept inception through "script" development and rehearsals, as well as during the live broadcast. If desired, she will also assist with slide creation and handout development. She will create/maintain the event website, distribute information to registrants via email, make sure the event handout is posted for participants, and on broadcast day, she will introduce the event and be on stand-by throughout.
- **EO Techs** (Gary Cunningham and Michele Holaday) assist by providing written and verbal assistance with issues related to technology needs and set-up (see http://www.nacada.ksu.edu/Events-Programs/Events/Web-Events/Adobe-Connect-Meeting-Information.aspx for "the basics", including equipment requirements), as well as tech support during rehearsals and the live broadcast.
- The **Assistant Producer** (for a C/IG-sponsored event, this will be the Chair or someone designated by the Chair) is responsible for:
  - recruiting Moderator and/or Panelists. (In some cases, the Assistant Producer may also choose to serve as the Moderator.)
  - developing/providing **event publicity information**. Information about our webinars is posted to the NACADA website well in advance of the season opening to give our members as much time as possible to plan and secure funding to attend. (See this year's via the links at http://www.nacada.ksu.edu/Events-Programs/Events/Web-Events/Web-Events-Coming.aspx) Our goal is to have the Fall events posted no later than June 15th and the Spring events by late August. In order to open the event webpages, we need to have the following information:
    - Webinar date and title
    - Overview paragraph (abstract)
    - Names of Moderator/Panelists and brief bios
- Prior to the Webinar, the **Moderator** takes the lead in guiding the process of "script" development. This process begins at least two months prior to the broadcast and involves determining the questions that will be addressed during the event, as well as helping the panelists work out what each will contribute to answering the questions. During the Webinar, the Moderator guides the discussion. The Moderator *may* be, but does not *have* to be, an expert on the topic under discussion. (For a C/IG-sponsored event, this could be the C/IG Chair, a C/IG member recruited by the Chair – or, if we don't have someone from the C/IG that would feel comfortable in this role, the Web Event Producer can assist in recruiting one of our NACADA members from outside the C/IG to serve as Moderator.)
- **Panelists** provide the experience/expertise related to the discussion topic. They are expected to assist with gathering material for the event handout (i.e. reference list, case studies, or whatever other types of material may be relevant to

the conversation and serve as support material and/or "take aways" for the participants), as well as sharing their knowledge and experience in the panel discussion. (For a C/IG-sponsored event, these would, of course, be members of the sponsoring Commission or Interest Group.)
- We would also expect the **C/IG Chair** to be involved throughout the process, whether or not s/he chose to serve as one of the above roles.

Recruiting Panelists

We understand that, for some who have not previously served as a Webinar presenter/panelist, the Web Event format can seem an intimidating venue for a variety of reasons. Some potential moderators/panelists may be intimidated by the use of technology. Others may be concerned that their "stage presence" won't translate via the Web format, especially if their face-to-face presentation style is highly interactive. Still others may be concerned that their ideas won't be communicated with excitement or that with an inability to "read" the room the presentation will be flat or stale. Yet, we know that Web presentation skills are increasingly a more vital part of any education professional's resume, and thus the Production Team is pleased to have the chance to assist our members in exploring/enhancing their skills in this venue. If desired, all potential moderators/panelists will be given the opportunity to "try out" the AdvisorConnect platform before a commitment is made, and the Web Event Producer will be glad to arrange a meeting with the C/IG Chair and potential panelists to discuss and experience the venue's possibilities and requirements.

If you have not yet had a chance to experience our AdvisorConnect venue, we do now have some of our past events posted for free viewing on our YouTube channel. You can find links to them at http://www.nacada.ksu.edu/Events-Programs/Events/Web-Events/Digital-Recordings.aspx

Time Commitment

As noted above, for a C/IG-sponsored event, the initial requirements will fall to the Chair (or Chair-designated event Assistant Producer). These are:
- Determining (with the Web Event Producer) the date and title of the broadcast
- Recruiting Moderator and/or Panelists and attaining their bio paragraphs
- Writing the overview paragraph

Depending on the date of the webinar, this may need to be done several months ahead of the time when rehearsals will begin.

Rehearsals generally begin approximately 60-90 days prior to the event (depending on when the event is scheduled and the needs/desires of the event team – some choose to begin further in advance).
- We find that **four** (4) **90-minute** online "rehearsal" meetings (including a "dress rehearsal" one or two days prior to the broadcast) is generally sufficient for most teams, although some choose to have more, and some groups have found three meetings to be enough. This is entirely up to each team, working with the Web Event Producer. Our goal is to ensure that sufficient "practice" time is made available for all panelists to feel fully comfortable in the venue prior to the broadcast.
- Additional conversations related to "script" development and information-gathering make take place via email.

On the **day of the broadcast**, all webinar team members are asked to enter the room approximately 30 minutes prior to the event for equipment checks. The broadcast is 60 minutes.

Benefits

All members of the Webinar team receive:
- A complementary registration for the event for their institution (including the online link to the recording, available for 30 days after the event).
- A copy of the CD recording following the broadcast.

We have also had a number of our webinars become the basis for a pre-event *Academic Advising Today* article or follow-up Pocket Guide publication, and those possibilties are always open for discussion if members of the team (and/or additional members of the Commission / Interest Group) are interested.