Using Interactivity to Engage Webinar Participants

1. GAIN ATTENTION

1. **Gain Attention:** The instructor begins the webinar by presenting an image depicting an 'information dump.' Then describes how some training webinars follow the same pattern with the instructor talking non-stop the entire session with a question and answer at the end, if time allows. The instructor then asks participants to use the webinar hand-raising tool to indicate if they have ever had a similar webinar experience.

2. INFORMING LEARNERS OF OBJECTIVES

2: **Inform Learner of the Objectives:** Instructor explains the learning objectives and how participants will not only learn how to use interactive tools but will also experience their use from the learner's viewpoint.

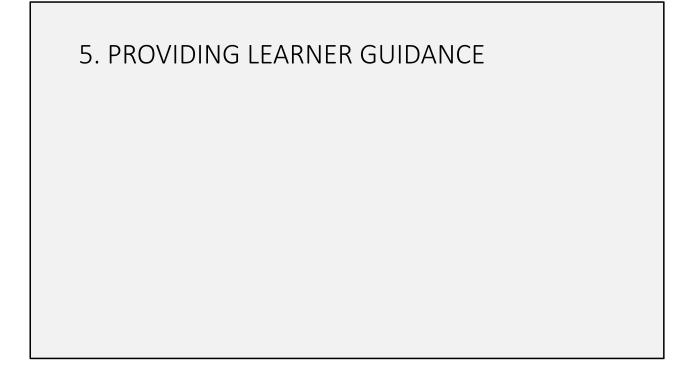# 3. RECALL OF PRIOR LEARNING

3: **Stimulating Recall of Prior Learning:** Nothing specific will be provided for this event. It is somewhat combined with gaining attention.
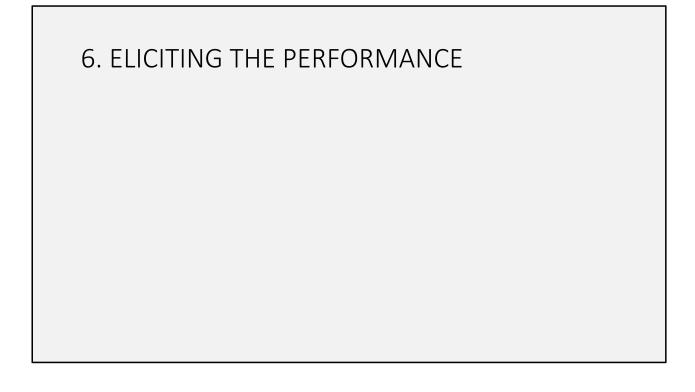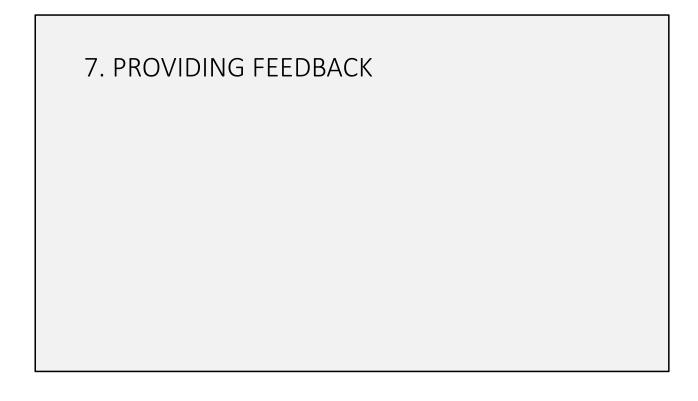
4. PRESENTING THE STIMULUS MATERIAL

- **OBJECTIVE 1: RECOGNIZE THE BENEFITS OF INTERACTIVITY IN WEBINAR TRAINING.**

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4. **Presenting the Stimulus Material:** An overview will be given explaining why interactivity is important. A partial list of benefits for using interactivity in webinar training will be given and each one described.

5. **Learner Guidance:** The listed benefits will be presented and discussed one bullet point at a time.

6. **Eliciting the Performance:** Only part of the list will be displayed and discussed at first so students can have the opportunity to provide input. Students will be asked to enter additional benefits in the chat window enabling them to experience the benefits of interaction. The instructor will provide feedback to this input. Once the chat session has ended, the instructor will display the remaining benefits they had previously identified for content presentation.

7. **Providing Feedback:** A Q&A session will be offered to allow participants to share their experiences with interaction during a webinar and ask for further instructor feedback.
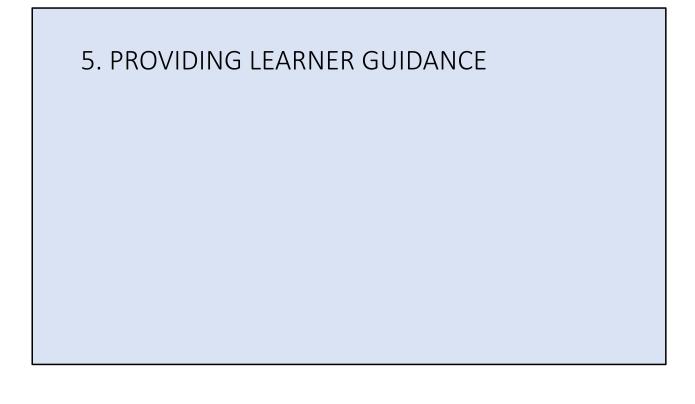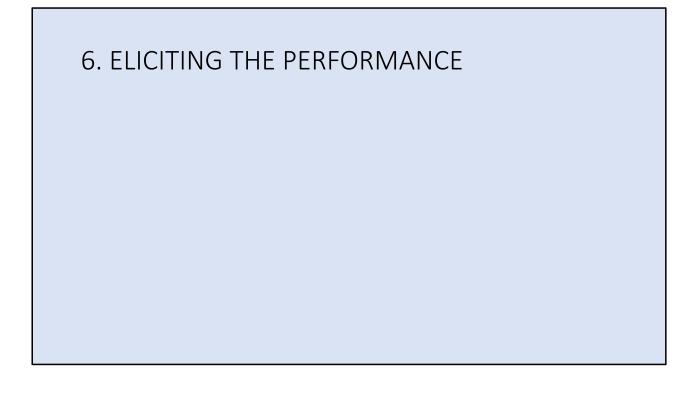
5. PROVIDING LEARNER GUIDANCE

6. ELICITING THE PERFORMANCE

7. PROVIDING FEEDBACK
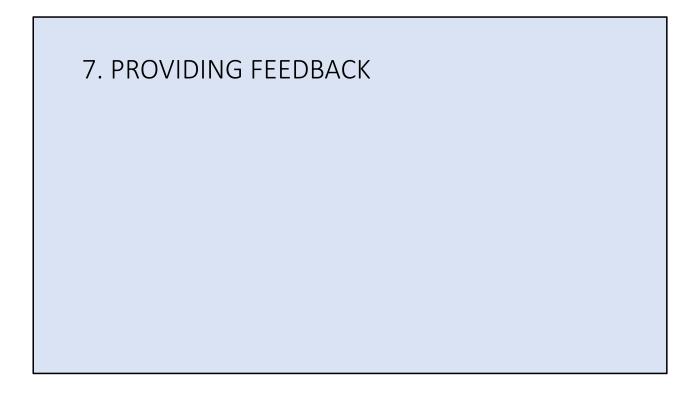
4. PRESENTING THE STIMULUS MATERIAL

- **OBJECTIVE 2: DESCRIBE WAYS COMMON INTERACTIVE TOOLS CAN BE USED TO PROMOTE ENGAGEMENT**

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4. **Presenting the Stimulus Material:** A list of interactive webinar tools will be given, and each item described.

5. **Learner Guidance:** The instructor will show how a webinar presenter will use the tool.

6. **Eliciting the Performance:** If the audience is small, the instructor will pass presenter control to an audience member so they can practice as an instructor. If the audience is large, only demonstrations will be given but participants will be invited to engage with each tool as as a student.

7. **Providing Feedback:** A Q&A session will be offered to allow participants to share their experiences with the tools and ask questions about them.
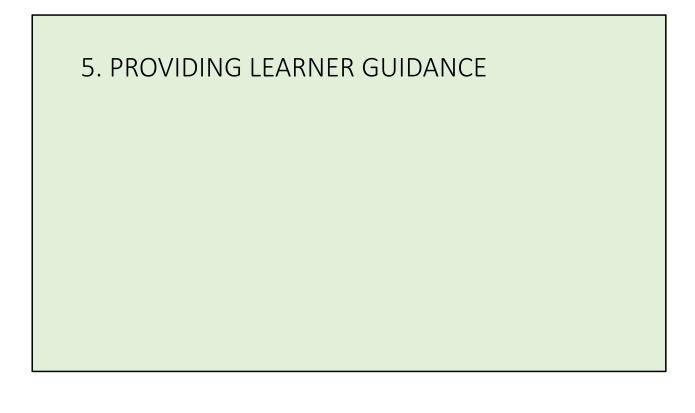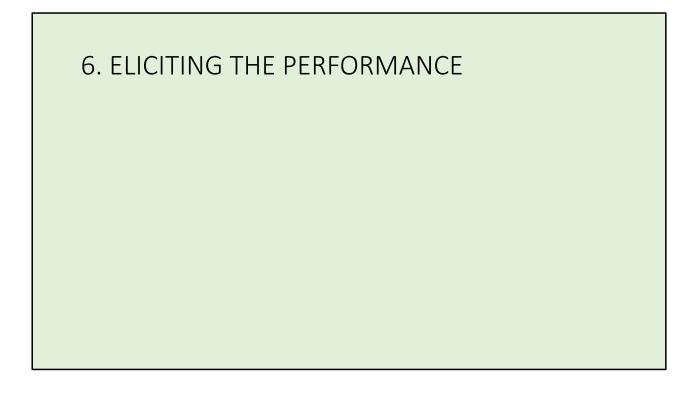
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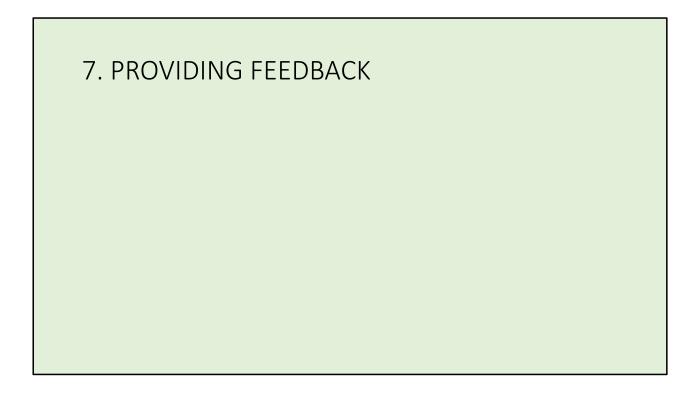
4. PRESENTING THE STIMULUS MATERIAL

- **OBJECTIVE 3: IDENTIFY WAYS INTERACTIVE TOOLS CAN BE USED IN DIFFERENT SCENARIOS.**

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4. **Presenting the Stimulus Material:** Three presentation scenarios will be described that could benefit from using interactive tools.
5. **Learner Guidance:** For each scenario, an example will be given showing one way to use an interactive tool to benefit the scenario. Additional suggestions will be given after learner participation activity.
6. **Eliciting the Performance:** Students will be asked to contribute suggestions (using chat) for additional ways interactive tools could be used in each scenario.
7. **Providing Feedback:** A Q&A session will be offered to allow participants to share other scenarios and how they would use interactive tools to support them.

5. PROVIDING LEARNER GUIDANCE

6. ELICITING THE PERFORMANCE

7. PROVIDING FEEDBACK

8. ASSESSING THE PERFORMANCE

8. **Assessing the Performance:** No assessment will be given during the webinar.
Participants are invited to take a short quiz after the webinar to earn a digital badge.

9. ENHANCING RETENTION AND TRANSFER

9. **Enhancing Retention and Transfer:**
A summary will be given at the end of the presentation before the final Q&A session. The short quiz used for assessing the performance is also used to provide additional practice following the webinar.