

SAMPLE WEBINAR LESSON PLAN

Topic: Using Interactivity to Engage Webinar Participants

Goal Statement: Students will be able to use interactive webinar tools to enhance participant engagement.

Learning Objectives:

1. Recognize the benefits of interactivity in webinar training.
2. Describe ways common interactive tools can be used to promote engagement.
3. Identify ways interactive tools can be used in different scenarios.

PRE-INSTRUCTIONAL ACTIVITIES

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. **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. **Stimulating Recall of Prior Learning:** Nothing specific will be provided for this event. It is somewhat combined with gaining attention.

CONTENT PRESENTATION

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

4. **Presenting the Stimulus Material:** A 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.

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

4. **Presenting the Stimulus Material:** A list of interactive webinar tools will be given, and each item described on individual slides.
5. **Learner Guidance:** The instructor will show how a webinar presenter will use each tool and let participants interact with each one. While students won't experience the tool as a presenter, they will be able to see how their own students will experience interacting with it.

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 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.

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

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.

ASSESSMENT

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.

FOLLOW-THRU ACTIVITIES

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.