

APRIL 2025, v1.3.4

THRIVABILITY MATTERS WEBINAR SERIES GUIDELINES

THRIVE

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If you have trouble finding something, we suggest using this **Contents Page** and the **Command-F** (Mac) or **Crtl-F** (Windows) **search function** to help you find the information you are looking for.

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Resources

Here is a list of resources referred to in this guide. If something is missing, or needs to be updated, you are welcome to change it in the living document.
Otherwise, let the #wiki Slack channel know.

Resources - Event
Audience webinar page: https://webinar.strive2thrive.earth [external use]
Audience webinar registration form: https://webinar.strive2thrive.earth/register [external use]
Speaker guide page: https://thrivabilitymatters.org/speaker
Speaker registration page: https://webinar.strive2thrive.earth/speaker/register
Speaker Registration form: https://docs.google.com/forms/d/e/1FAIpQLSfKqlK8yCuIJurOz1F1aEaSAZ7AbmYHOKS5GeaNKys2OjfG7w/viewform
EDITING LINK for Speaker Registration form (*do not send externally*): https://docs.google.com/forms/d/1_myLOu4bLJ5aY84ql7oe7a3QE-buqI1fqsS8yBI6aU4/edit
Speaker Registration form responses: https://drive.google.com/drive/folders/1szdb1V3-ZYkB6yDMLy6ZYegjby4n7oSjTjZFYGe257AsQbHXa8QpA-kXeTuiMb6WRKsn6psT?usp=drive_link
Thrivability Matters zoom link: https://meeting.strive2thrive.earth/tmw
TMW Promotional video: https://channel.strive2thrive.earth/tmwpromo
TMW playlist: https://channel.strive2thrive.earth/tmw
Zoom Registration and Attendance Report: Zoom report
Webinar Link: https://ThrivabilityMatters.Online
Webinar Registration Page: https://webinar.strive2thrive.earth/register

Resources - Preparation

Thrivability Matters Events Calendar: https://docs.google.com/spreadsheets/u/0/d/1-VWmJuT-xqanBMT42GuaifyxGOzwkuFekxuLMr1s2dQ/edit
EventBrite and Humanitix Event Creation Guide: https://docs.google.com/document/d/1XCdlPxXPPcMzAMULp-pKriYafqchljFsRfBdBeNm4K8/edit?usp=sharing
Apollo.io: use this to find emails of people on LinkedIn: https://www.apollo.io/
Speaker Contact Email Templates: https://docs.google.com/document/d/1O-3Mz4zCItfWRr2F6S1Nj0rPDCwR9teqQFxTG5F9lqU/edit?usp=sharing
Folder for Quiz Resources: https://drive.google.com/drive/u/1/folders/1btYwpjJqI06H1nZIeunligD_06rWoUlo
Checklist for the manifest: Template here.
Q&A template for the @moderator. Template here.

Resources - Post Event

Upload Recorded Meetings to NextCloud: https://nextcloud2.strive2thrive.earth/index.php/apps/files/?dir=/Uploads&fileid=4531
Credentials for accessing NextCloud: https://wiki3.strive2thrive.earth/storage.html
Speakers Q&A responses (share this document with the speaker & the post webinar team). Example here.

Resources - More Information

Social Media Guidelines: Use this to guide event promotions. https://docs.google.com/document/d/1aBMKmQi6pGW_QAEGfdXMEDhuUQj8S-vja5ud7jnroVk
Branding Guidelines: Use this to guide graphics. https://docs.google.com/document/d/1MTxSxtS80HluAnjJHBkjfS-8aws9Zw_Hz6HIP44HgxU

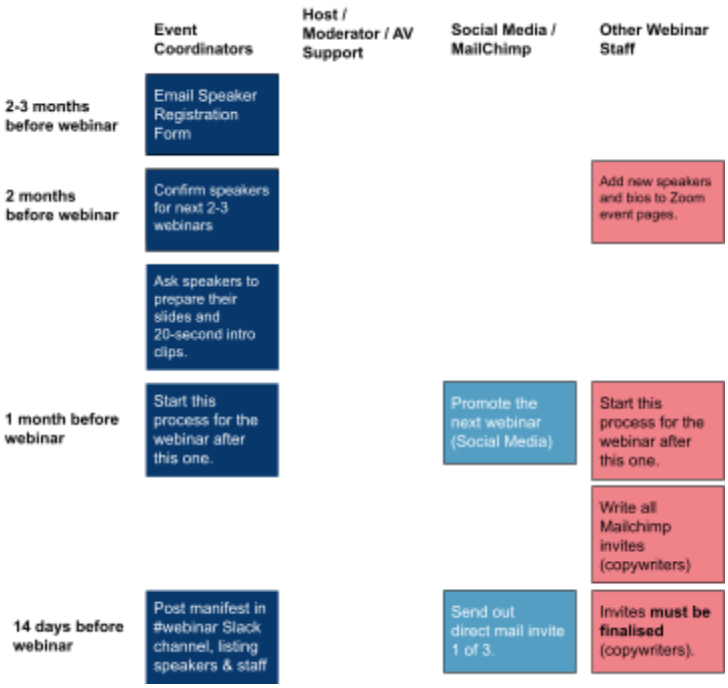
Partnerships Guide: Use this to assist in promotion. https://thrivabilitymatters.org/partnerships/
THRIVE training workshops (internal).https://wiki.strive2thrive.earth/training
Audience Dashboard (needs access credentials): https://lookerstudio.google.com/u/2/reporting/6443baf4-27c0-4611-8b4b-e6936f0c9914/page/tWDGB/edit

Webinar Timetable

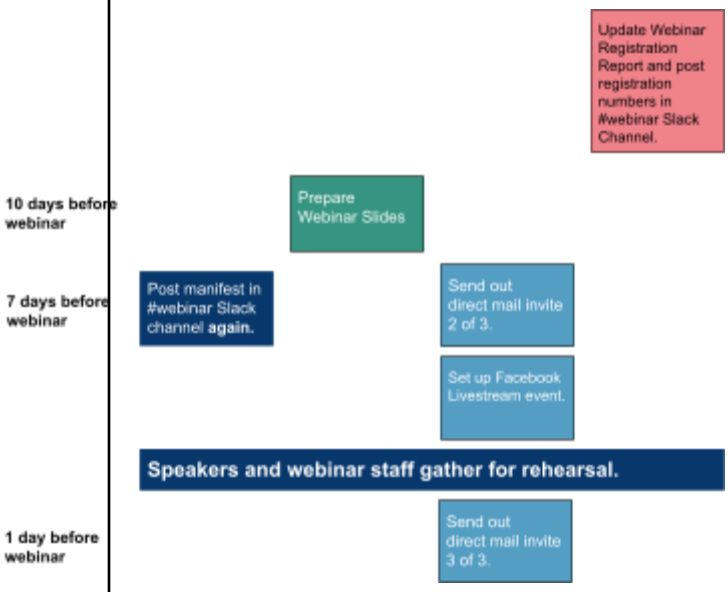
For each webinar, these steps must be done - ideally, the webinar team should be working on multiple webinars at once, with each person moving to the next webinar once work on the current one is finished.

Event coordinators are responsible for making sure these are done.

The below image summarises the pre-webinar processes, while the next page has a table which **goes into detail on all webinar processes** *(pre-webinar, webinar and post-webinar)*, including where to find resources.



Detailed Timetable

When	What Needs To Be Done	Who is responsible?
Pre-Webinar		
2-3 months before webinar.	**Email speaker registration form** to potential speakers. More information is here. Send the form here: https://ThrivabilityMatters.Org/speaker/ Information on finding speakers: How to Recruit Speakers Information on contacting speakers: How do I contact  potential speakers?	**@organiser**
2 months before webinar.	**Confirm speakers for next 2-3 webinars.** Email the speakers to let them know.	**@organiser**
Immediately once speakers confirmed.	**Update Zoom Webinar events** to list the speakers and their bios. Webinar events (after log in): https://usq.zoom.us/	**@AV-support**
Immediately once speakers confirmed.	**Update the webinar page (https://thrivabilitymatters.online/) and speaker page (https://ThrivabilityMatters.Org/speaker/) with the new information from speakers.**	**@organiser** (request for access to the website wordpress page to edit it)

Immediately once speakers confirmed.	**UPDATE THE WEBINAR CALENDAR TAB "<month year>" AS SOON AS INFORMATION BECOMES AVAILABLE.** **This is important because other teams like social media and newsletter use the information from this doc.**	**@organiser**
Immediately once speakers confirmed.	**Ask speakers to prepare their presentation slides** and 20 second introduction clips, as soon as possible (for social media team).	**@organiser**
Starting T-4 weeks to webinar.	**Start promotion** for the upcoming webinar on our Social Media Channels. More information on processes is here.	**@sm-team**
Starting T-4 weeks to webinar.	Post a manifest in the #webinar and #webinar-coordination slack channel, listing who is responsible for each aspect of the webinar. Follow the previous manifest which can be found on the slack channel. Send the Webinar Checklist to the team.	**@organiser**
T-14 days to webinar.	**Post a reminder on the manifest** Post this again 7 days before, and on the day of the webinar. Ensure the Webinar Checklist is completed by all members on the manifest.	**@organiser**
T-14 days to webinar.	Post a registration link to the webinar on various slack channels to promote Thrivers to register and attend	**@organiser**
T-14 days to webinar.	**Zoom Analyst will update Webinar Registration Report**, and post registration numbers in the #webinar Slack Channel. Post this again 7 days before, and on the day of the webinar.	**@AV-support**
T-10 days to webinar.	**Prepare Webinar slides. Gather speaker slides.**	**@host / @organiser**
T-10 days to webinar.	Send reminder for rehearsal. Get Team Builders to add event to Thrive Calendar.	**@organiser**
T-7 days to webinar.	**Gather speakers and webinar staff for rehearsal.** More information on rehearsal processes here. Record the webinar meeting and upload this to our NextCloud.	**@speakers** and All Webinar team members

T-7 days to webinar.	Zoom automatically sends out reminders to all registered attendees. They will be sent out 1 week, 1 day, and 1 hour day before the webinar. Ensure this is happening.	**@organiser** / **@AV-support**
T-7 days to webinar.	**Post the manifest** in the #webinar & #webinar-coordination Slack channel again. Update as needed.	**@organiser**
T-7 days to webinar.	**Set up Facebook livestream event.** Send event page link to Facebook Livestream team (or #webinar channel if not known).	**@sm-team**
T-1 day to webinar.	Update webinar calendar with presentations sent by the speakers. **Post the manifest** in the #webinar & #webinar-coordination Slack channel. Post host slides, host script, Q&A questions, and speaker's final slides in the #webinar & #webinar-coordination Slack channel.	**@organiser**
Day of Webinar		
Day of webinar.	**Update the manifest** in the #webinar & #webinar-coordination Slack channel as needed.	**@organiser**
30 mins before webinar.	**Start Webinar meeting.** Let staff and speakers in, but do not let guests in yet. Refer to the manifest in the #webinar or #webinar-coordination channel to see who should be let in.	**@host** and **@AV-support**
30 mins before webinar.	**Set up YouTube OBS livestream.** Have another person record this livestream.	YouTube Livestream Team (2 people: 1 to stream, 1 to record)
30 mins before webinar.	**Set up Facebook OBS livestream,** and send this to event page. Have another person record this livestream.	Facebook Livestream Team (2 people: 1 to stream, 1 to record)
30 mins before webinar.	Set up Zoom OBS livestream.	1 person to record
10 mins before webinar.	Allow the speakers and other Thrive members to enter Zoom.	All webinar staff and **@speakers**
Start of webinar: processes are described here.		All webinar staff and **@speakers**
Post-Webinar		

At end of webinar	**Set the YouTube webinar livestream to be "Unlisted", and remove Facebook livestream from our Facebook page.** This is hidden, as we only need it as a recording backup.	YouTube and Facebook Livestream Team
At end of webinar	**Update the registration page URL** to point to the next webinar. The zoom registration page should include speaker short bios and the topics they will be talking about. Test the URL to make sure it works and reflects the new webinar.	**@AV-support**
At end of webinar	**Update the Webinar Registration Report**. Add information on attendees.	**@AV-support**
90 mins after webinar.	**Update webinar and speaker web pages**	**@organiser**
2 days after webinar.	**Send thank you emails to speakers with certificates attached the list of questions for them to answer from the Q&A session.**	**@organiser**
2 days after webinar.	**Create webinar write up** and post to Website. More info about process is here.	**@copywriters**
1 week after webinar.	**Create and upload webinar presentation videos**. More info about process is here.	**@video-editor**

About Thrivability Matters Webinars (TMW)

Purpose

These are online webinars based on the United Nations' Sustainable Development Goals (SDGs). Webinars provide an opportunity for experts, specialists, researchers, or anyone with a passion for these fields to share their discoveries and experiences.

Each webinar has a different theme based on which month it is. These are based on the United Nations' Sustainable Development Goals.

Objectives

The following key objectives inform the overall structure and format of the webinar:

1. Secure three high-quality guest speakers for each webinar event.
2. Deliver a professional, informative event that is suited to our target audience.
3. Share content from each webinar via THRIVE's website and media communications.
4. Learn and reflect after each webinar, considering both team and attendee evaluations.

Target Audience

Our target audience includes anyone who has an interest in environment, sustainability and any of the UN's Sustainable Development Goals. These may be experts or non-experts including:

- Academics
- Researchers
- Professionals
- Laypeople

Our audience may be obtained through many avenues, such as:

- THRIVE Social Media platforms (e.g. Facebook, LinkedIn, Instagram)
- Thrivability Matters Newsletter
- THRIVERS' networks
- Upcoming or previous speakers' networks
- Recommendations from family/friends

Webinar Themes

The webinars are based on THRIVE's monthly themes - these are based on the 17 Sustainable Development Goals established by the United Nations and in addition Thrive Project's Foundational Focus Factors (FFF). These goals serve as a universal call to action to end poverty, protect the planet, and ensure prosperity for all, and guide governments, organisations, and individuals to collaborate and take concerted action towards achieving a sustainable and equitable future by 2030.

You can find out further information here: https://sdgs.un.org/goals
https://blog.strive2thrive.earth/thrive-framework-the-systemic-holistic-model/#The-12

When is the next webinar?

We would host these on the third Tuesday of every month, at 6PM AEST (GMT +10). If this cannot be done, we offer an alternative calendar below.

Webinar themes and topics are saved in the Webinar channel/link below

https://wiki3.strive2thrive.earth

Month	SDG Theme	Focus
January	SDG 4 & 8 - Quality Education & Decent Work and Economic Growth	Discoveries
February	SDG 12 - Responsible Consumption and Production	Sustainable Business Models
March	SDG 3 - Good Health and Well-Being	Sustainability Metrics
April	SDG 13 - Climate Action	Mitigation & Adaptation
May	SDG 5 & 10 - Gender Equality & Reduced Inequalities	Sharing & Solidarity Economy
June	SDG 6 - Clean Water and Sanitation	The Biosphere
July	SDG 9 - Industry, Innovation and Infrastructure	Sustainable Living
August	SDG 14 & 15 - Life Below Water & Life on Land	The Anthropocene
September	SDG 11 - Sustainable Cities and Communities	Globalisation
October	SDG 1 & 2 - No Poverty & Zero Hunger	Innovative Policies
November	SDG 7 - Affordable and Clean Energy	Science & Technology
December	SDG 16 & 17 - Peace, Justice and Strong Institutions & Partnerships for Goals	Sustainable Policies

If webinars cannot be run monthly, alternatively they can be held on the 2nd month of each quarter and to cover the 3 preceding month's themes. That is, webinars will be on the 3rd Tuesday for the months of February, May, August and November at 6:00PM AEST (UTC+ 10hrs).

Event Roles

Successful events depend on people working together.

Make sure everyone attends the training sessions and is properly equipped for their role, e.g. has access to login details etc. It is also important that each member can commit to the required dates, and can contribute. Everyone needs to know their role for a successful event and should attend the Rehearsal event to rehearse their part. A list of people and their roles are below for reference.

Who?	What they do:	When they act:
@organiser	• Build and maintain relationships with potential speakers. • Oversee the preparation, promotion and execution of the event. • Work with Copyediting to QC the speaker's information before sharing the information in the webinar calendar. • Ensure all the speaker's information is accurate for promotions. • Host the rehearsal event together with @AV support. • Check the Host script and slides for the event • Send reminder to Thrive members to join the webinar in slack channels: #events #general #webinar	Planning and Logistics Host Rehearsal
@host	• Introduce and conclude the event. • Introduce the speakers, Q&A session, quiz, and anything else that happens in the event. • Guides the schedule at the event and when speakers present. • Announce the quiz winner (if a quiz is run), based on who answers the most questions correctly and quickly.	Event Execution

@speakers	• Provide their details and slides to us before the event. • Attend rehearsal 1 week before the event. • Deliver their presentation at the event.	Logistics, Event Rehearsal and Execution
@AV-support	• Set up a Zoom meeting to make sure everyone but **@speakers, @host and @moderator** is muted. • Host the rehearsal • Handle technical aspects of the event. • Alert speakers behind the scenes when they should present. • Provides an in-chat link to the quiz at the relevant time. • Launch polls when needed. • Record the event and upload it to THRIVE's NextCloud for editing later. ○ This should include presentation slides, chats, and all documents. • If issues occur, they strive to fix them.	Event Rehearsal and Execution
@moderator	• Act as the voice of the audience during Q&A sessions to speakers. • Gather the most relevant questions and comments and then address these to the relevant guest speaker by **@moderators**. • Make sure discussions remain civil. • Remove and/or give warnings to those who disrupt the event.	Event Rehearsal, Execution and Post Webinar
@copywriters	• Edit any content that goes out to the public, which includes the webinar write-up, website content, and any marketing content	Planning, Promotion and Post Webinar
@quizmaster (deprecated)	• Only used if there is a quiz. • If a webinar has less than two speakers, they create a 10-question, multiple choice answer quiz (with an extra tie-breaker question). • Create slides to display questions, and separate slides with answers. • They look up quiz winners on this table. • Sending a private message to the host announcing the winner (or if there is a tie). • *NOTE: They are the only ones who know the answers.*	Planning, Event Rehearsal and Execution

@quiz-speaker	• Only used if there is a quiz. • Takes the place of **@SpeakerB** for the quiz. • Displays these during the event when needed.	Execution

@obs-recorder	• Record the webinar using OBS.
	  ○ This person must not be doing any other role in the event.
	  ○ They cannot interact with the event during recording (including mouse over). This interferes with the recording.
	• Serves as a backup for the Zoom recording.
	• Make sure this person is familiar with using OBS.
		Execution

@streamers	• Capture the webinar in OBS and stream it to one of our platforms. • Record the webinar as a backup. • With multiple streamers, we will stream to all our platforms.	
@sm-team	• *Short for "Social Media Team".* • Create social media marketing material from 6 weeks before the event. • Promote the event on our social media channels, starting from at least 4 weeks before the event. • Promotion keeps going until the webinar.	Promotion
@email-team	• Create email marketing material from 6 weeks before the event. • Promote the event on our email channels and newsletter, starting from at least 4 weeks before the event. • Promotion keeps going until the webinar.	Promotion

@video-editor	• Download event recordings on NextCloud, and edit them, this includes:
	  ○ Adding the intro and outro.
	  ○ Editing the sound and video to be as clear as possible.
		Post Webinar

Planning

Who is responsible: @organiser = 'R' Responsible person/s in the RACI. 'A' = Accountable person should follow up and ensure that all the necessary tasks have been completed.

The Webinar Organiser(s) hold the responsibility of recruiting speakers, coordinating the **#webinar** team, and ensuring all processes are being followed in the lead up to an event.

The Webinar Organisers are the **'R'** in the RACI of the **#webinar** team.

Webinar Organiser responsibilities include:

1. Recruiting speakers
2. Hosting **#webinar** meetings
3. Posting the manifest and coordinating between all teams involved in the manifest
4. Providing webinar content to #newsletter team.
5. Provide content to #website-refresh team to keep webinar and speaker pages updated. Alternatively, the organisers (or website team) can update the pages themselves - click here for instructions.

Click the links above to find out more information.

Why do we need speakers?

We need speakers to fill up the next 6-12 months of webinars.

Recruiting speakers is an essential part of organising a webinar. Without speakers, there is no webinar!

Benefits for Speakers

Through THRIVE, speakers can potentially reach our 20,000+ followers from across the world. We not only host the **live event** on the night, but also **livestream** it to YouTube and Facebook, and **record** their presentation and professionally edit it, to later be uploaded to our YouTube channel.

They may also receive further opportunities, such as a chance to present on our podcast, contributing to a white paper, collaborating on a blog post or getting involved with our cluster/research teams.

How to Recruit Speakers

The @organiser will need to find up to 2-3 speakers (and 1 extra backup speaker) for each webinar. Each speaker should have academic and/or professional experience (but this is not necessary) in that webinar's theme, as listed in "About the Webinar" above. The speaker can be doing something extraordinary or have a special interest in the area of the webinar themes.

If a speaker cannot make it, get the backup speaker to present.

> **NOTE:** Speakers can be THRIVE researchers who have made engaging presentations in the past, and are useful if you cannot find anyone else to fill a slot. This is an

opportunity for them to speak in front of a live dynamic audience. Ask the Thrive member to register and complete the Speaker Registration Form.

There are several different methods for recruiting speakers, each with differing levels of success.

Who should I approach?

You should look at the webinar's SDG themes, and consider what sort of topics fall under these themes. You might like to refer to the **#media-distribution Slack Channel's list** of ideas to help with this.

You could also use AI tools such as ChatGPT to help you brainstorm by using prompts such as *'You are helping me prepare a list of topics for speakers presenting at an event where the theme is SDG 3: Good Health and Wellbeing. Suggest 10 topics that speakers may present on.'*

Once you have a comprehensive list and a good idea of the type of speakers you are looking for, you can start looking for speakers.

Where can I find speakers?

Here are some places to start locating potential speakers.

1. **LinkedIn** - utilise the search function, and also your networks and those of THRIVE's relevant and most prominent researchers and professionals.
2. **The Conversation** (and other academic-based websites) - search for articles relevant to the webinar themes, and directly contact the authors via their Author profile.
3. **Online Research** - a simple Google search can help too. E.g. *'NGOs focused on SDG 4'* or *'Quality Education and Sustainability professionals'*
4. **Greenpeace -** we can contact their Outreach team (see previous emails to continue the conversation) and/or apply and book for speakers within their organisation via their portal which will outline more in depth the topics we would like to cover. https://www.greenpeace.org.uk/volunteering/greenpeace-speakers/
5. **https://onalytica.com/contact/** - Reach out to potential speakers.
6. **Universities** - consider contacting colleges or universities particularly in the research departments for potential speakers.
7. **Thrive members** - you may like to consider some of Thrive's existing volunteers for a speaker position, though this should not be relied upon exclusively. This is a good 'back-up' for when a secured speaker drops-out at the last minute and can no longer attend.
8. **Previous notable guest speakers** - consider contacting previous speakers who were memorable and made a positive impact on our audience previously. They may be happy to come back and present a second time on a different topic.
9. **Podcast team** - utilise the networks of the other outreach teams, find out if they have any contacts relevant to your themes.

Previous Speaker contacts

All previous contacts can be found in the 'Potential Speakers' and 'Speaker Registrations' tabs in the **TM Webinar Calendar**.

How do I contact potential speakers?

You should reach out to speakers via the **Thrive Events Gmail Account**: **thriveprojectevents@gmail.com (main account).** The templates are already saved in this account and are described in more detail below.

Ask **#it-support** for access if you are a Webinar Organiser. They will also be able to provide the Two-factor Authentication code, please inform them of your log-in attempt and they will provide the code.

THRIVE also uses the email account: **events@strive2thrive.earth** (secondary) for communicating with established leads. Therefore it is important to gain access to this email account and check any emails that come in.

What do I say in my emails?

You may wish to personalise emails, but the quickest way to send out information is using the **Templates** function in Gmail.

There are many **templates** saved in the Events Gmail, which you must personalise when emailing potential speakers.

How do I use the templates?

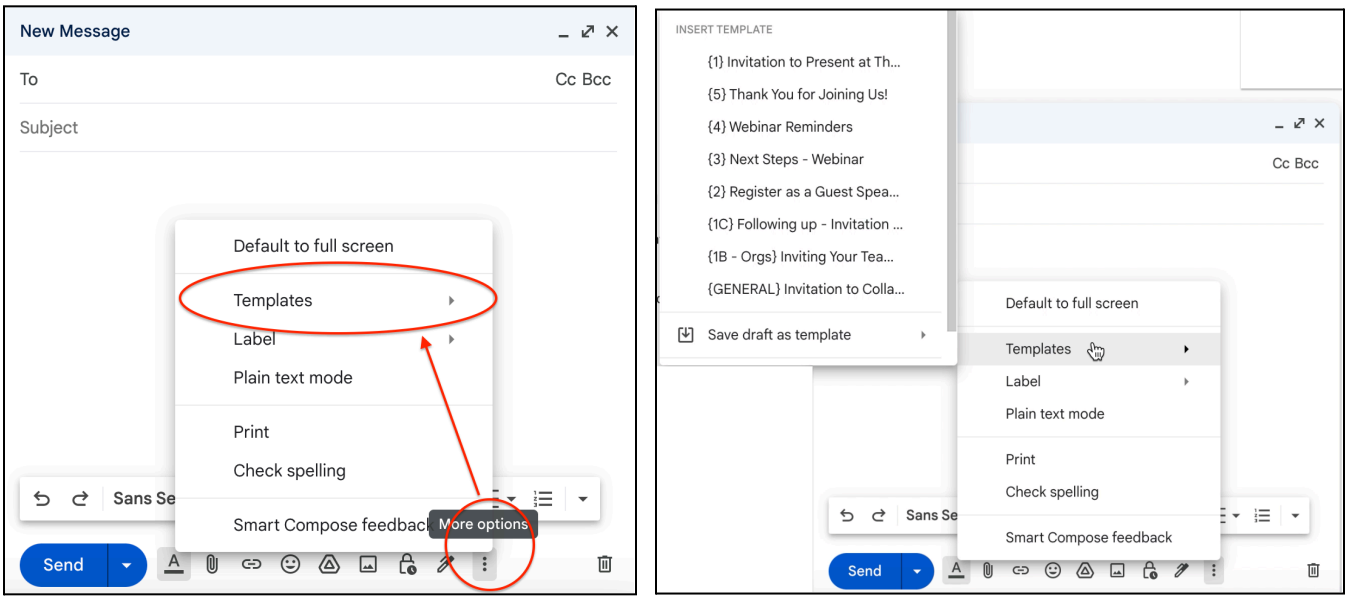
- Use the first email template when contacting them for the first time.
    - It aims to *persuade them* of THRIVE's value, and how our webinar can help speakers spread their message to people.
- If they fail to respond with 48 hours, send them the Follow Up Email.
- If they say they are interested, send the Accepted Invitation Mail.
- If they ask questions, answer them as quickly as possible, while remaining friendly.
- Once you have them on board, ask them to send their social media details, so we may promote them on our Social Media Channels.
- Any future emails should answer any questions they have, and encourage them to fill the registration form if they haven't already. If they have, thank them for filling the form, and follow up by sending the next sequence of emails from the Gmail templates. I.e, follow the template order:

- Update the speaker guide whenever there is new content or frequently asked questions. This should reduce the need for potential speakers to ask questions.

Templates should be edited in Gmail before being sent. All content in {curly brackets} or highlighted yellow, including in the email subject line **should be REMOVED or EDITED**.

Double check all details include names, dates, and links before sending all emails.

Templates can be found in Gmail when creating a **New Message**, as shown below.



Speaker Form - Gathering Information From Speakers:

Before we confirm speakers, we need information from them so we can promote them in the best light. This includes a headshot image, short biography explaining who they are, contact details, and other crucial information.

There are specific requirements for the headshots and text, they are as follows:

- **Headshots: jpg. or .png image, 900 x 900 pixels**. Crop or expand this if you receive an image that does not match, as some speakers will struggle to meet the requirements.
- **Title: 60 words or less**. This will allow the presentation title to fit in the YouTube title, alongside the speaker name and other details.
- **Short Bio: 60 - 100 words.** These should contain the speaker's full name, their role, and what they are discussing in their presentation.

- **Long Bio: 80 - 120 words.** These should contain the speaker's full name, their role, 1-2 sentences about who they are, and what they are discussing in their presentation.

The speaker registration form was created by thriveprojectevents@gmail.com. If you need to edit the speaker registration form, you can access it if you have access to this email account.

All confirmed speakers must be listed in the 'Webinar Schedule' page of the Thrivability Matters Webinar Calendar with their name, organisation (when necessary), headshots and contact details.
Aim to do this for the next 3 webinars.

Make sure speaker details and descriptions in the calendar are correct, *and have no errors* - all webinar staff use this to promote the speakers and refer to them during the webinar.

If an interested speaker has not provided their details, send them an email from thriveprojectevents@gmail.com asking them politely to fill the form here: https://thrivabilitymatters.org/speaker/

Anyone who fills the above form will have their details appear in the 'Potential Speakers' tab of the Thrivability Matters Webinar Calendar.

You may also send speakers an email asking for clarification on any details.

Once the speaker has filled out the form and you see the details in the 'Speaker Registrations' tab, ask the editorial team to copy edit the bios given by the speakers. Once the editorial team has finalised and approved the speaker information, you can inform the other teams, especially marketing and newsletter that they are now free to use the information in the webinar calendar.

After a Speaker Registers:

Once speakers register, thank them for doing so through an email from thriveprojectevents@gmail.com. Let them know of any issues with the submission, such as their provided image being too small or cropped, or spelling errors in their presentation.

In this email, invite them to do the following:

- Send in a 20 second highlight clip explaining who they are, and what they will discuss in the webinar.
- Attend the rehearsal - provide date and time of the rehearsal, and any information they need to know beforehand.
- Send in their slides when they are ready

Make sure to give them any other relevant information as needed.

How do I update the webinar and speaker pages?

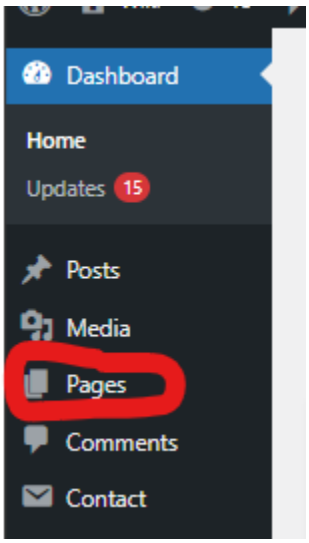
Every month, the audience webinar and webinar speaker pages need to be updated with the current speakers' names, bios and headshot images.

Audience Webinar page: https://webinar.strive2thrive.earth

Webinar Speaker page: https://thrivabilitymatters.org/speaker/

To do this:

1. Request access to the above pages on WordPress from the #it-support Slack channel. You may find instructions on how to do this at the bottom of this page: https://wiki3.strive2thrive.earth/communication/
2. Open the Webinar Calendar spreadsheet, found here: https://docs.google.com/spreadsheets/d/1cSgcQAQzNzgN7ru_w_wPqr6YhnmPumr0ljpE8JyH2ME/edit?gid=1625498136#gid=1625498136
3. At the bottom of the browser window, tabs for each month of the webinar appear - click the tab for the current month. If the webinar has already occurred in that month, click the next month's tab.
4. Select the cell with the date of the webinar. Select it, then click the right mouse button and select "Copy" from the menu that appears.
5. Go to the WordPress page for the public-facing website - this can be found here: https://thrivabilitymatters.org/wp-admin Once you log in, go to the sidebar on the left side of the browser window, and click "Pages".



6. Scroll through the list of pages until you find the page labelled "Webinar". Once you find it, click "Edit with Elementor". This will open the page for editing.
7. Click on the block with the SDGs and the date and time. Replace the existing date with the date you copied in step #4 by selecting the existing date, clicking the right mouse button and selecting "Paste" from the menu that appears. If you have copied something else, repeat step #4 again before you do this.
8. Copy and paste the SDG text from the Webinar Calendar using the same steps as in Step #7, but with the SDG text.



9. From the Webinar Calendar spreadsheet, copy the name of the first speaker, and paste it into the topmost block. Do the same with the full bio.

10. Paste this into the left-most section in the “Meet Our Speakers” section. If the page lacks this, or it is not formatted properly, look at this section for instructions: Meet Our Speakers

11. Go to the “Professional headshot photo” column and click the link for the first speaker. Download the image, then:

    a. In the page, click the image to be changed. This should cause a menu to appear in the sidebar.

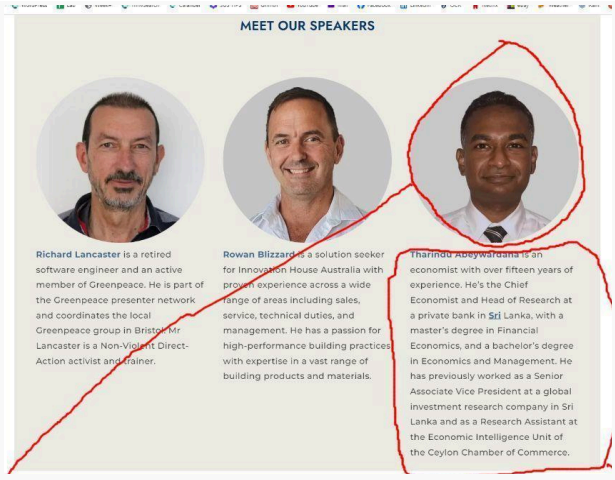
    b. Click the image under “Choose Image”.

    c. A popup will appear. At the top of this popup, click “Upload Files”.

    d. Drag and drop the image you downloaded from your file browser into the popup.

    e. Click the “Select” button at the bottom-right corner of the screen. This should

12. Repeat steps 9 - 11 for the remaining speakers, but copy and paste them into separate columns.



13. Duplicate the top block of the "Previous speakers" 2 to 3 times, depending on how many speakers. You don’t need to duplicate the heading.

14. From the Webinar Calendar spreadsheet, go to the **previous month’s tab.** Copy the name of the first speaker, and paste it into the topmost block. Do the same with the full bio.

15. Go to the “Professional headshot photo” column and click the link for the first speaker. Download the image, then:

    a. In the page, click the image to be changed. This should cause a menu to appear in the sidebar.

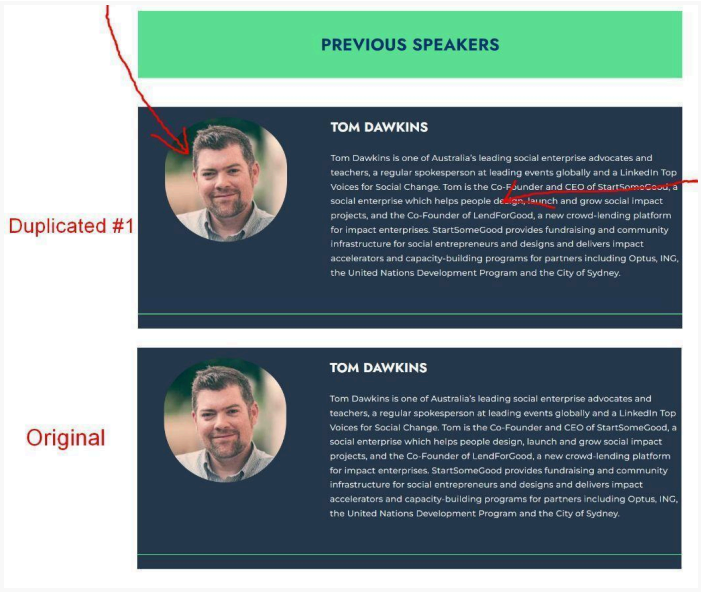
b. Click the image under “Choose Image”.

c. A popup will appear. At the top of this popup, click “Upload Files”.

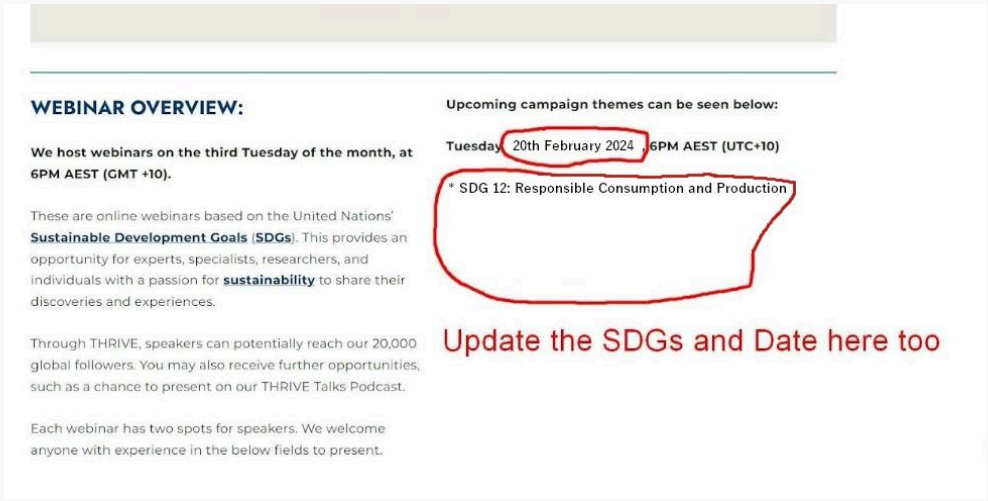
d. Drag and drop the image you downloaded from your file browser into the popup.

e. Click the “Select” button at the bottom-right corner of the screen. This should cause the image to change.

16. Repeat this step for the remaining speakers, using a different block for each speaker. Make sure the latest speakers are at the top of the “Previous Speakers” section. Make sure there are no errors, then press the “Update” button in the sidebar.

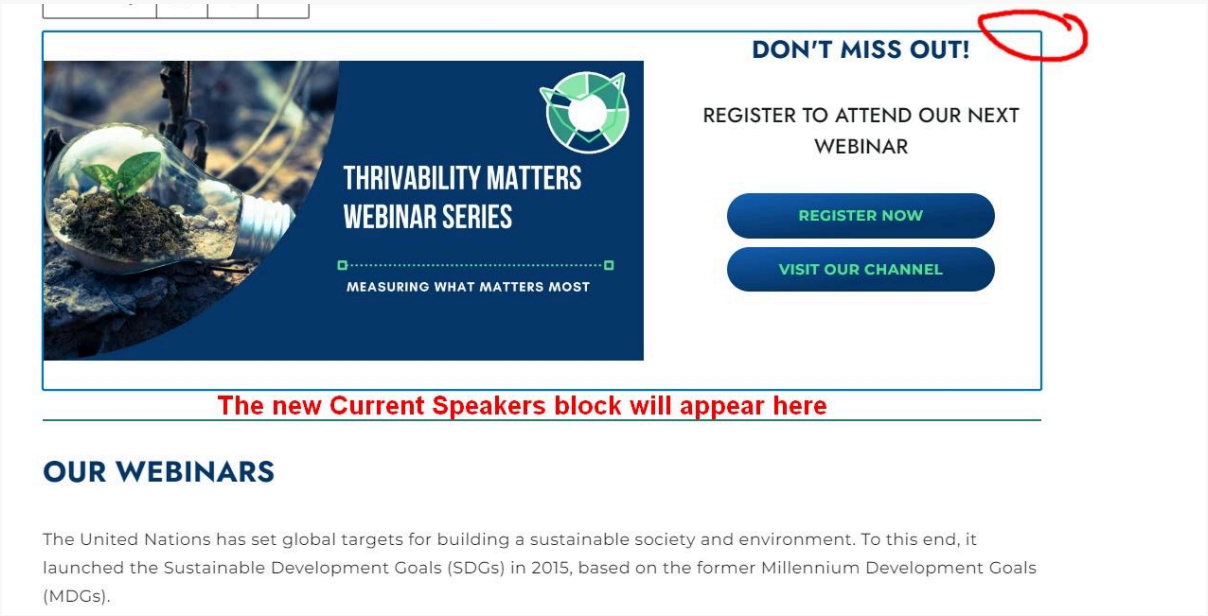


17. Repeat steps 5 - 8, but select the “Speaker” page instead of the Webinar page. Make sure there are no errors, then press the “Update” button in the sidebar. Now you’re done!

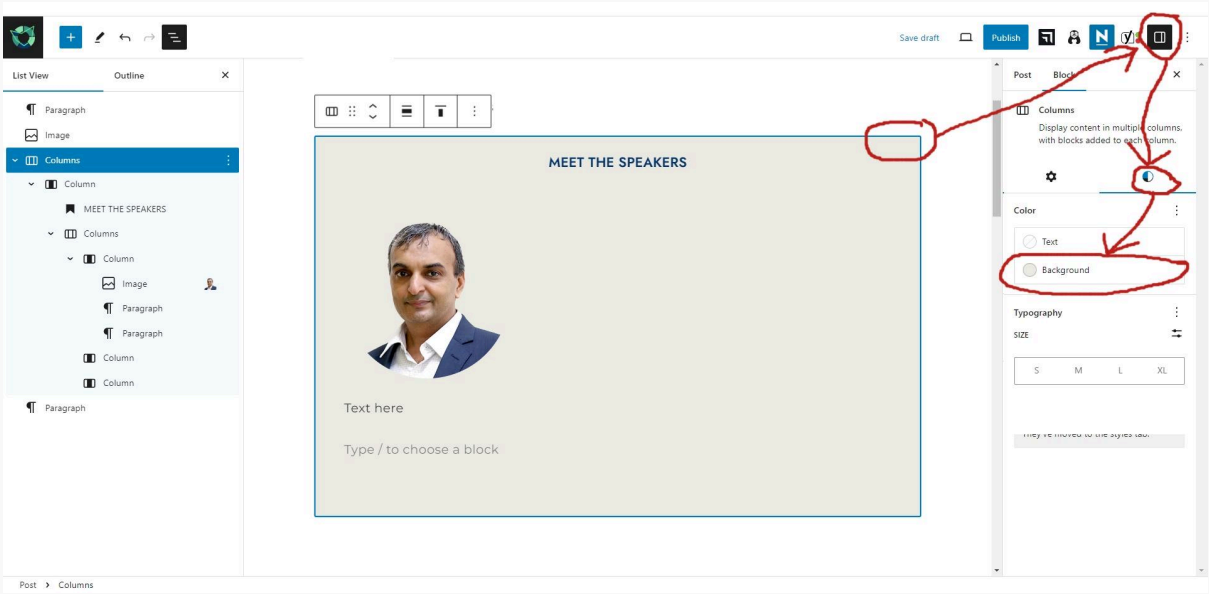


Creating a “MEET OUR SPEAKERS” section.

1. Click an existing block in the Webinar page. Click the + symbol that appears, then click the other + that appears in the popup. If one does not appear, make sure the sidebar menu is visible on the left side.
2. A new block will appear above the block you selected. Click the single rectangle (the top-left icon), then move the block to the location shown in the picture by clicking and dragging the dots icon next to the + .



3. In the block you just created, click the block, then click the dots icon next to the +. When the sidebar menu appears, click the “Style” tab, then go to the “Background Type” item. Click the paintbrush icon, then select the globe icon next to the “Color” item that appears. Select the Cream colour from the list of colours. If it’s not available, click the coloured square next to the globe, and copy / paste the following colour code: #edebe3



4. #3. Inside that block, click the +, and drag in a heading block from the sidebar on the left. Add a heading block with the words “MEET OUR SPEAKERS” with the “HTML Tag” option set to size H5. Add the text and change the text colour to blue (#08386b) with the Style tab, similar to the background. Press enter to enter a new block.
5. #4 Click + then click the icon showing three even columns side by side. Make sure there are no errors, then press the “Update” button in the sidebar. Now you’re done!

Social Media and Email Promotion

Who is responsible: @sm-team.

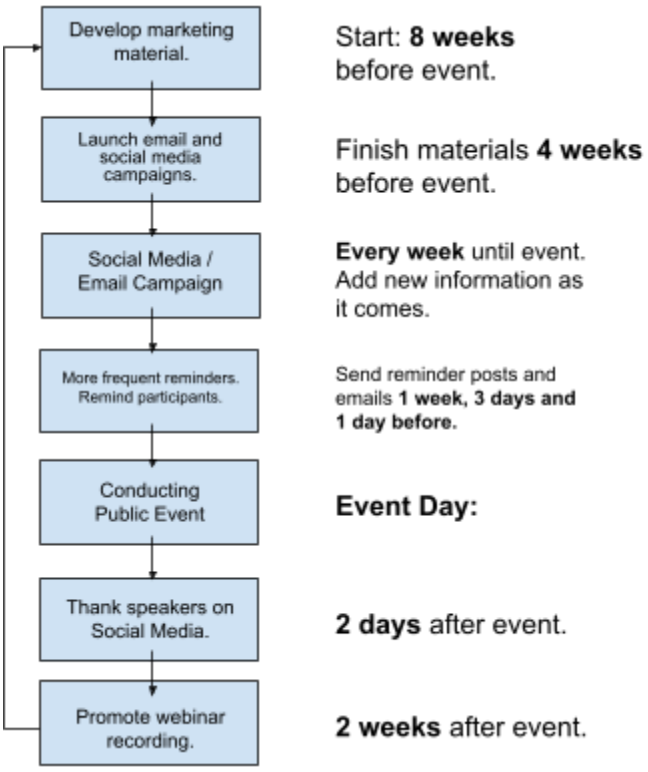
For the webinar to succeed, we need to promote it to our social media channels. We post on all our channels (except Reddit) to promote events.

You can see the number of registrations here:
Zoom report

The link to the webinar is always:
https://ThrivabilityMatters.Online

The link to the webinar registration page is always:
https://webinar.strive2thrive.earth/register

If you want to access a particular month's register link directly, just add "?month=nn" to the end of the link, where nn is the month in question, i.e: “/?month=01” for January.



When do we post?

For events, we need regular posts to alert our audience to these. To do this:

8 weeks before: Make social media copy and imagery in advance (see '[How do we post?]' to understand what good posts look like. You can insert details such as speakers when they are confirmed.

- This material is typically created within Canva. At present, we use the template here: https://www.canva.com/design/DAFDpNbZivI/0hYY8B1oRuG-UC_EKOVmxg/edit

Follow this schedule to make a good campaign:

- **4 weeks before the event:**
  Make sure speaker details and descriptions are correct, and have no errors.
  If new speakers join after this, check for errors in new speaker details and descriptions.

  Also, do the following with speaker images and presentations:

  - Clean up any issues in their slides
  - Remove the background from speaker images.
  - Resize speaker images to 900x900 pixels

    - Add links to these in the Webinar Calendar.

- Once you do this, introduce the event on social media and the Thrivability Matters newsletter *(with date and time, registration link, and theme (when relevant).*
  Schedule all posts with UTM tracking to see how many people click through to your links.
- Also:
    - ***Politely*** ask speakers to share your post.
    - Email info about the event to those who attended your previous events.
    - Add info about the event to our email newsletter.

- **3 weeks before:**

    - ***Finalise speakers:*** Make sure there are three speakers for the webinar.
      If so, any new speakers should be moved to future months (with emails sent to them informing them of this, and asking which month/s they would like to be moved to).

    - ***Launch new social media posts*.**
      These should start nudging people to register.

- **2 weeks before:** New social media posts. *Also send reminder emails to newsletter recipients.*

- **1 week before:** Same as above, but now *send reminder emails to everyone who registered*. Emphasise how the event is getting closer.

- **3 days before:** *Repeat above.*

- **1 day before:** *Repeat above.*
  Emphasise how it's the last chance to join the event.

If webinars occur every quarter, start promoting the event 8 - 10 weeks before, and create new posts every 2 weeks, until the week of the webinar.

Where do we post?

We use several scheduling sites to promote events on our social media channels. These include:

LinkedIn: We post directly on site

Twitter: On site, through TwitLonger (if longer than 280 characters).

Facebook and Instagram: Meta Business Suite.

Post these on our LinkedIn channel, and other social media channels at the same time.

If you need access, ask on THRIVE's #social-media Slack Channel for this.

How do we post?

There are two aspects to every post: content and graphics.
Social media promotions aim to persuade our audience that our upcoming event is worth their time. All our posts follow these Social Media Guidelines.

Each social media channel has different needs, including text and image limits. Make sure you follow these for each site.





For example, on LinkedIn, only the first 3 lines are visible. Place the most important information in these lines.

Content needs:

- To introduce the event.
- Tell audiences about the event (including event title, date and time, and how to register)
- Tell them what they would get from attending.
- Link to registration form, such as this webinar form. (use another event form, if the event is NOT a webinar).
- Where people can find more details, such as this webinar page, or any page with more information about the event.

The webinar team needs to provide social media with content for the promotion of each speaker. The content should include the following and is saved in the webinar calendar.

- Speaker's name & title
- Speaker headshot
- Speaker's bio
- 1 line quote

An example of a post can be found here:
https://www.linkedin.com/feed/update/urn:li:activity:6970138114711322624

Graphics need to follow this guide. They should also have:

- Photos and names of all speakers.
- Event title and theme (if there is a theme).
- Date & time of event.
- How to register, with a link to the registration form.

We normally use Canva to create graphics, as they contain social media size templates.

If you wish to create social media graphics, ask on THRIVE's #social-media Slack Channel for access to THRIVE's Canva templates. Otherwise, you can ask the #multimedia channel to create graphics. Follow the Branding Guidelines to make these.

Posting events on Humanitix and EventBrite

Social media is not the only way to promote an event.
You could create an event page on *Eventbrite or Humanitix* to reach outside THRIVE's audience.

If you do this, look in the "EventBrite and Humanitix Event Creation Guide" section to create the event.

Alternatives include:

- Forming partnerships with other organisations that align with THRIVE's values. This can be used to encourage them to promote our event in return for helping them in some way.
- Sharing the promotional content to the speaker and kindly requesting that they promote it on their social media pages.
- Asking other THRIVE members to repost promotional content (if they are available and willing).

THRIVIA Quiz (deprecated)

Who is responsible: @quizmaster (if there is one).
A component of the Webinar is the THRIVIA quiz – this will not always run, but it is important to have as a backup even if there are two speakers.

If the winner of the quiz is a THRIVE member, they will be asked to create the next one (unless they decline or cannot do so). They will be given a link to a Google Drive folder with the master copies. If the winner is not a THRIVE member, a quiz maker will be assigned in the #thrivability-matters-webinar slack channel.

Instructions on creating this quiz are available here.
If you lack access, you may ask whoever is responsible for overseeing the THRIVE Google Drive for access, or read below for a summary.

Be sure to copy from the master documents provided and insert the relevant SDG by adding "(SDG##)" to the file title. These documents are kept for future use, so do not delete them when done. Instead, place them in an appropriate folder in the "Past Quizzes" section.
Instructions are below:

1. Based on the theme, research topic questions and answers (A good source is the UN SDG or THRIVE Project websites). Do not make the questions too hard and wherever possible draw upon our own online content such as blogs, journals and AV productions.
2. **Create the presentation first:** insert all questions and potential answers.
3. Replicate the question slides to create the second half of the presentation. Be sure to animate slides when possible (with simple transitions).
4. Be sure to have 1 or 2 supplementary tie breaker questions handy (no slide). Responses to these should be numeric such that the winner is the first person with the closest correct answer (e.g.: a date) in the chat.
5. **Create the form next**, and be sure to insert the answer key. Be sure to pass the link onto the quizmaster for updating in the Quiz URL (as per the presentation slides).
6. Keep the questions and answers confidential.
7. Name the files similar to past files based on the SDG(s) being addressed by the Quiz. For example, "THRIVIA SDG<##>", and be sure to assign the ownership to thriveprojectearth@gmail.com.
8. Someone must be assigned to be the @quizmaster, this may be the person writing the questions or somebody else. It could be somebody with knowledge on the assigned topic, but good presentation skills are the most important factor.
9. If there is a quiz, bring on someone from within THRIVE to present the questions. They will act as the 2nd speaker.
   Hence, the @quizmaster keeps score. Whilst the 2nd speaker reads out the correct answers, the quizmaster needs to message the winner's name (or say there is a tie) to the host via Slack (or private Zoom message).
10. If the winner of the quiz is a THRIVE project member, they will be assigned to create the next quiz (unless they wish to assign this to another THRIVE member). If the winner is an outsider, then the creator of the quiz will find a relevant THRIVE member to make the next quiz.

At the presentation, make sure the slides are loaded and ready to play. Be sure to have someone available to read the score whilst someone is presenting.

Live Streaming

Our public events often have video livestreams which people can watch at the same time as our events. Specifically, we use two platforms, YouTube and Facebook.

For our webinars, our livestreams play in the following locations:

YouTube: https://channel.strive2thrive.earth

Facebook:
(the link changes for each event, see instructions in "Facebook" section below).

We use OBS (Open Broadcaster Software) for our livestreams. Note that OBS can only stream to one platform at a time - for multiple platforms, you will need multiple people to open up the Zoom meeting / webinar, and follow the instructions for one of the platforms below.

You may find instructions on how to live stream here:
https://docs.google.com/document/d/1knfxJTfMgHU0gakFyW7ryVo0DEDlsI8lGF-cNS1H6FE/edit

Live Streaming Moderation

For live streaming moderation, focus on sending any questions relating to the presentations to the Zoom @moderator. Ignore anything that is not a question, or doesn't relate to the presentations.

If anyone raises any technical issues, send a message to the @it-support person with as much information about the issue as possible.

If someone is disruptive, rude to other participants / speakers, or spams the chat with links, please send them a warning - an example you can use is:

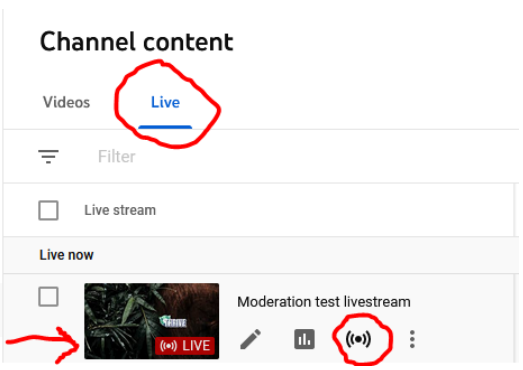
> *We would appreciate it if you only type questions relating to the presentation in the chat. Otherwise, if you continue, we may be forced to remove you.*
>
> *Thank you for your attention, and please have a nice day.*

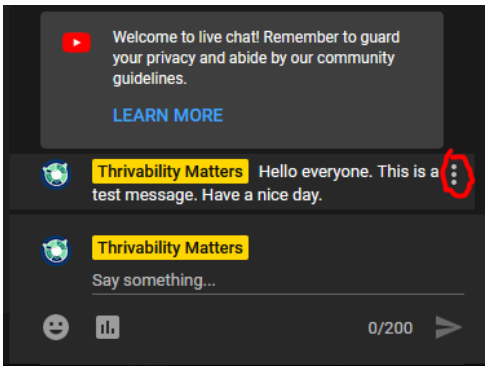
If they continue, hover over their message and click the dots menu that appears to remove them (or access other moderation tools).

YouTube:

1. Log in to YouTube as Thrivability Matters. If you lack the credentials, ask the #webinar or #multimedia teams.
2. Go to our YouTube channel: https://channel.strive2thrive.earth/
3. Click on the "Manage Videos" button near the top of the page.
4. You should see a list of videos. Click the "Live" tab to see a list of livestreams.
5. Wait until the livestream starts. When it does, it will appear at the top of the list of videos, with the word "LIVE" in the thumbnail picture.

If “LIVE” does not appear in the thumbnail, it is an old livestream. Wait for a new livestream to appear.

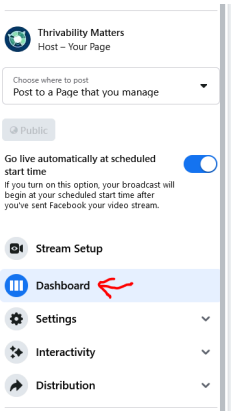




6. Hover over the livestream, and click the third icon from the left (the one with the curved lines). This will open the livestream moderation tools.

7. The chat will appear on the right.
   You can talk to speakers by typing in the textbox at the bottom right. You can also remove messages or remove users by hovering over their messages and clicking on the dots menu that appears.

Facebook:



1. Go to the Facebook event page. The Webinar team should post this to Slack’s #webinar channel, but if that hasn’t happened, please ask the channel at least 3 days before the event.

2. Click “Set Up Live Video” at the top of the page, and click “Dashboard” in the sidebar. **Moderator can then chat and manage discussion with audience members in *Facebook Live Streaming and Zoom.***

Hosting Meetings

Depending on the frequency of the webinars, you may wish to hold meetings **weekly** or **fortnightly**. Each team may need to host their own regular/weekly meetings to ensure that the work required for a successful webinar is executed. E.g. The social media team hosts weekly meetings to check that the promotional material produced is in line with the promotional calendar.

Meetings should be hosted by the Webinar Organisers (the R's in the RACI list) of the **#webinar** team.

Remember to set up your meeting at least 1 week beforehand and request RSVPs as per the **Internal Event Guidelines**.

Zoom Link: Provide your personal zoom link.

Time: 40-60 minutes

Who should attend:

Ideally you will have the following people attending every meeting:

- Copyeditors
- Video Editors
- Webinar @Host
- Webinar @AV Support
- Anyone else in the Manifest for the Webinar (**#webinar-coordination**) and any new team members who would like to take on a role within the webinar production team.
    - **If there is no manifest, post a manifest** in both the #webinar and #webinar-coordination Slack channel, listing who is responsible for each aspect of the webinar (including organisers, webinar support, livestreamers, etc…), speakers, and a link to the rehearsal.
- Representatives from #social-media, #multimedia, #podcast and #newsletter

Invite anyone important via Slack DMs, so they don't miss your meeting.

What to include in the agenda(s):

Each meeting will vary in its agenda, but you can follow a general timeline over the webinar cycle found in the **#webinar** Slack channel and from the link below:

- The **TM Webinar Calendar,** under the **Webinar Tasks tab**

If you need access, please request via the **#webinar** Slack Channel.

Logistics and Rehearsal

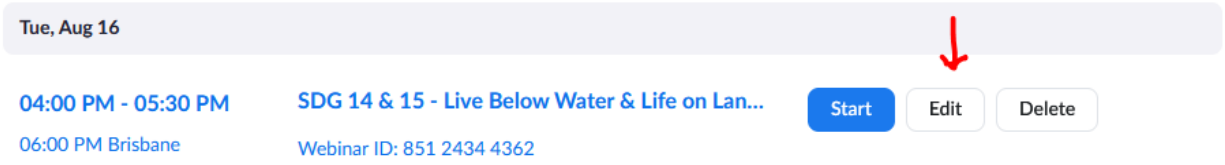
Who is responsible: @organiser, @host, @speakers, @AV-support, @moderator, @quizmaster (if there is one).

Rehearsals take place through the webinar link below. All speakers, staff and guests use this link to register for the webinar itself:
https://thrivabilitymatters.online/register

Host of the rehearsal is the @AV Support person and the @organiser as the MC.

When a speaker joins the rehearsal or Live webinar Zoom session, make sure that their details are displayed correctly. That is, their professional title (if applicable) and their full name - no abbreviations or just their first name. Either ask the speaker to update it or AV support can do this as outlined below.

1. Go to usq.zoom.us/ and type in the login details. If you do not have these, ask for credentials in the #it-support channel.
2. Once logged in, click on the "Webinars" menu in the side bar.
3. Hover your mouse over the current webinar, then click "Edit".



4. Add the title and details in the relevant textboxes.
    a. TOPIC: The title of the webinar, which is the SDG theme for that month / quarter.
    b. DESCRIPTION: They consist of two parts. Copy and paste these into the description, replacing anything in square brackets with information from the Webinar Calendar.
        i. **Introducing the Webinar:**
        The Thrivability Matters Webinar is a monthly online gathering, whereby invited experts expose science-based sustainability learnings, through sharing their experience and knowledge.

        This month, we will discuss SDGs **[numbers]**, on **[SDG topics]** and how they contribute to a thriving planet for future generations.

        ii. **Introducing the Speakers:**
        We have invited the following speakers:
        [Speaker Name]
        [Speaker's Altered Bio]

        Repeat for each speaker.

    c. NOTE: If the descriptions are too long, use the "Altered Short Bio" column instead of the Altered Bio.
5. Click "Save" to keep the changes.

6. After this, add each speakers' title and details (same as in step 4) to other platforms where the event is posted, i.e, Facebook, LinkedIn, etc…

After each speaker agrees to present:

- **Send them a link to our registration page: https://webinar.strive2thrive.earth/register**

- **Keep in touch:** Connect with them via WhatsApp or another communication platform.
    - For speaker details, you can find them in the Webinar Calendar.
    - For THRIVE members, message them through Slack.

- **On registration:**
    - Speakers will provide a title and synopsis for up to three topics, short and long biography(written in the 3rd person), a one line quote that sums up their presentation and headshot photo.
    - We will pick the best one for them to present.
    - Add these details into the current month's Zoom registration page

- **End of month before the next webinar**:
    - Speakers must give us draft presentation slides on one of these topics. We can then understand what you plan to present, and see if changes need to be made.
    - Make sure their slides are widescreen (16x9 aspect ratio).

- **Before the rehearsal**
    - Have @organiser, @host, @AV-support, @moderator and @smteam meet to discuss their progress and any issues, so everyone can fix them before the event.
    - Organisers **must send presenter links (see above section)** to the speakers and staff at least 1 day before the rehearsal.
    - Anyone may organise multiple meetings if needed.
    - Even if only some people can meet, it is better than nothing.
    - @moderator must prepare between 8-10 questions for each speaker at the Q&A session and have these ready at least 1 day before the webinar for QC and checking. Template is here.
    - All members on the manifest need to check and update where necessary the Checklist for their role. The @organiser will need to post this in the #webinar and #webinar-coordination channels 2 weeks prior to the webinar event.

- **1 week before (at the same time as the event)**
  Rehearsal: Create an event in the #webinar and #webinar-coordination Slack page for this.

  To do this, follow the event creation instructions (on Pg. 7 of these event guidelines).

Add the https://webinar.strive2thrive.earth/speaker/register link to the message, and tag all staff and speakers (with their roles).

Ask team builders to add an event for the rehearsal and actual event to the Thrive Calendar so everyone sees it.

To run a rehearsal:

- **Gather those directly involved in it:** event organiser, speakers, host, support, moderator, and anyone else involved in running the event. Post the meeting link in the #webinar Slack channel, tagging all staff and speakers. Make sure to ask people to join 10 minutes before the rehearsal.
    - **AV Support and Event Organiser must join 30 mins before** the rehearsal. Once they join the webinar, *click "Start Webinar"* at the top of the Zoom screen to let other staff and speakers in.
    - **Everyone else must join 10 minutes before** the rehearsal.
- **Make all staff and speakers into panellists:** This allows them to speak, while keeping participants silent - just like in the actual webinar.
    - Change the names of panellists to show their roles, i.e: @firstname [AV support], @firstname [Webinar Host MC], Guest name/s [Speaker 1] etc…
- **At start of rehearsal: Record the rehearsal through Zoom and OBS:** This is used to test recording, and ensure a record of the rehearsal exists for our records.
  Let the speakers know beforehand.
- **Have speakers introduce themselves:** Each speaker is given the opportunity to introduce themselves first and briefly share their expertise and the topic of their discussion. Allow approximately 1-2 mins and prompt each speaker to provide this information.
- Always check spelling, pronunciation, title, prefixes and other elements as shown in the Webinar Calendar for accuracy - make sure these are correct.
    - After this, have team members quickly introduce each other and their roles in the webinar (max. 30 secs each).
- **Discuss with speakers about the logistics of the event: Share the agenda in the webinar slides, and discuss it, including how long each speaker talks for, and the chimes that play when they have 5 minutes to go, and at the end of their allotted time.**

- Run through the entire webinar agenda (including the Q&A session) and discuss what will happen, and the speakers' role in this.

- Ask speakers to share their slides and present the first 2-3 minutes of their presentations: Comfirm the location they are at and equipment is the one in ise during the live event. Provide feedback on lighting, background etc. Real backgrounds are better than virtual ones when possible.

- Ask them to send their slides to us, so they may be used as a backup if technical issues prevent them from sharing slides.

- Ask speakers to have their cameras at eye level and have sufficient lighting in the room.

- Share our social media links with them, so they can share future content from THRIVE.

- Remind them to follow us and reshare the event among their network. Tell them that we have posted their 20sec intro as well as the general promo.
    - If they haven't done this, tell them to speak for 20 seconds about who they are and what they are presenting on, for our social media channels, then send the recording of this to the Social Media team. (edit it down to the 20 second intro itself if you can).
- Tell them that that they will be contacted afterwards - they will recieve any extra Q&A questions that couldn't be answered in the webinar, and opportunities to engage with THRIVE further, including podcasts, workshops, and other events.
- Lastly, ask speakers to join 15 mins before the webinar, and remain silent until their presentations. If they need to chat, ask them to use Zoom's chat function, and show them how to open it.

An example of a script to follow is below or alternatively a separate script is saved here.

- ***Text in italics is script as a guide what to say***

- **The purpose of the rehearsal is to introduce everyone to each other, explain the webinar proceedings, test the speakers' slides and screen sharing, confirm speaker order and topics, and answer any questions.**

- ***AV Support* says: *I'm starting the recording.***

- **Start recording and meeting at 6pm or when rehearsal is scheduled)**

- ***Webinar Host*** **says:** ***This is a "Thrivability Matters Webinar Rehearsal" today on xx Month at 6pm AEST***

  In this rehearsal there will be an opportunity to test your slides and for any questions.

  Firstly, Welcome to our speaker guests and the THRIVE webinar team, I'm [name], and I'll be the host for the webinar.

  I shall ask the speakers to introduce themselves to everyone here tonight, and then the Webinar team will introduce themselves…… As one of the Speakers [pick any speaker] please go ahead, just a short 2 minute introduction.

- **Ask each speaker to introduce themselves.**

- **After this, the webinar Host says:** ***Thank you all [names of all speakers]. Now the webinar team will introduce themselves with their name and role.***

- **Webinar host introduces themselves, then asks another staff member to introduce themselves. Keep going until all staff have introduced themselves.**

- **AV Support shares agenda slide. Webinar host introduces the Webinar Agenda and talks about it.**
  Make sure to confirm speakers' names, organisation, country, and topic. Unshare the screen once done.

- ***Webinar Host*** **says:** ***Can each speaker please test your slides using Share Screen?***

- **Speakers test slides. AV support makes sure everything is working as intended.**
  Ask them to present a few minutes of their presentations to test sound and video feeds.

- ***Webinar Host*** **says:** ***Please let me know, do you have any questions?***

- **Pass over to AV Support who explains their role in more detail:** ***At the webinar, we see the Webinar Host, [name] and the Speakers, no one else. We also have our moderator, [name] during Q&A. Thrivers in the background have video off/audio muted.***

- ***As AV support in the webinar, you won't see me during the webinar but everyone please have your Zoom chat window open, as I may need to send a message. Or you can send me***

a message in the chat if there are any unexpected problems. For speakers, I will send a text reminder message to share your slides.

- *I'll send an audio cue 5 minutes before your presentation (play the alert sound - the file should be provided by the #webinar Slack channel, if not ask them)*
- *The Q&A is after the presentations is from 7pm until 7.25pm. Please make sure your screen is not being shared at this time.*
- *The Moderator, [name] will read out the questions for the speakers to answer them. There is an opportunity to answer any other questions we can't cover after the webinar, and the team will reach out to you for this.*
- *Also, we promote the webinar on social media, before the event and after the event. Please reshare links we post in our social media channels in your social media leading up to the event.*
- *The webinar event itself is recorded and the production of it will be available online – also for you to reference and reshare.*
- **Unless they have done so, ask speakers to record 20-second intros of themselves stating who they are, and the webinar topic.**
- *We would like to thank you for your participation – just to let you know, we will also reach out to you to post the webinar promotions and with other opportunities such as taking part in workshops, podcasts and other events…*
- **Always ask if there's any other questions, if anything is unclear.**
- *For the webinar, please join 10-15 minutes before 6pm (at 5:50pm). We will be on standby mode 5:50pm – 6pm. Standby mode: the slides are on screen, music playing and we are silent for those 10 minutes (audio off). We can still communicate via chat during silent stand-by mode.*
- *Ensure that your camera is at eye level so we have the best view of your face and that you are in a well lit room.*

        - ***Recording and Webinar starts at 6pm on the dot. Our host will start with the introduction.***
        - ***Thank you all for joining the rehearsal today. I will end the meeting now. We are looking forward to see you next week!***.

    - **Present a few minutes of each presentation:** Test the host's and each presenter's setups. Make sure we can hear and see everyone and their presentations.
    - **Give speakers and staff a few minutes to ask questions:** Make sure everyone can ask questions, and answer them promptly when you can.

    ### At end of rehearsal:

    - **Ask speakers to record a 20 second intro of themselves, introducing themselves and their presentation topic:** Tell them that it's for social media promotion. If you want them to record it in the rehearsal, *ask their permission* to use the recording in our social media channels first.
      @Editor will need to create a video of this intro for social media promotion.

- **1 day before**:
    - **Speakers must finalise presentation slides** and send them to THRIVE, to allow for setup.
      If you cannot present your slides, we can share the slides on the speaker's behalf.
    - If there is a quiz, **@quizmaster must hand the slides** over to another THRIVE member to present. They will be the 2nd speaker.

Send **two reminder emails** for those who have registered in the Webinar - one day and 15 minutes before the event .

If there is only one speaker available for the event, the @organiser can:

- Get a THRIVE researcher to present on the topic or…
- Organise a @quizmaster to build a THRIVIA quiz.

To build the Quiz, use the document in the link below:
https://drive.google.com/drive/u/1/folders/1btYwpjJqI06H1nZIeunligD_06rWoUlo

Conducting a Webinar

Who is responsible: @host, @speakers, @AV-support, @moderator, @quizmaster (if needed).

-The event takes place through this link:
https://webinar.strive2thrive.earth/speaker/register
Only share this link with webinar staff and speakers.
-To invite anyone else use this link: https://webinar.strive2thrive.earth/register

Events will have different structures depending on what is needed. For non-webinar events, speak to the @organiser or the person organising the event through Slack.

Webinars *generally* follow a given structure, as follows:

SECTION	WHAT IT INVOLVES	TIME
Introduction	The host introduces the webinar and speakers.	10 minutes (6:00 - 6:10PM)
Speaker A	First speaker presents.	20 minutes (6:10 - 6:30PM)
Speaker B	Second speaker presents.	20 minutes (6:30 - 6:50PM)
Speaker C	Third speaker presents.	20 minutes (6:50 - 7:10PM)
Panel Q&A Discussion	A panel discussion between both/all speakers, and the audience provide questions (through a moderator, who speaks on their behalf).	20 minutes (7:10 - 7:30PM)
Conclusion	The host thanks everyone for attending and concludes the event.	7:30PM (END)

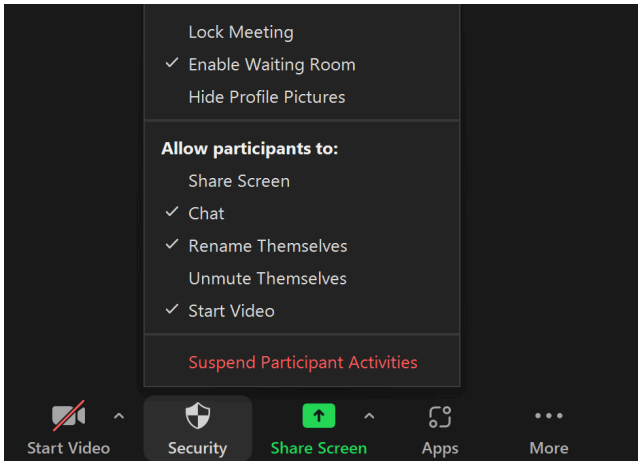
NOTE: If there are two or fewer speakers, give 30 mins to speakers.

1. **30 Mins before start:**
    - **Gather @host and @AV-support.**
      Do not let anyone else into the Zoom meeting yet.
    - **If the *support person* is not the host, assign them the host role in Zoom.**
      This allows them to work effectively.

    The *host* should:
    - Download the presentation music from the “Preshow Ambience” folder in our Google Drive, available in this link. If this is not possible, then AV support can play the presentation music on behalf of the host.
    - Be well dressed and presented in front of the camera.
    - Ensure that the camera is at eye level and that the room is well-lit with no dark shadows around the face.
    - Inform everyone of the schedule, and make sure others are ready for their roles *(described in Step 4, below).*

    The *support* person should:
    - **Make the *@organiser a Co-Host and all staff and speakers* into panellists - they will need to click the dialog box that appears on their end, so there may be a slight delay.**
      This lets them speak, while keeping participants silent.
    - Check with speakers and the quizmaster to make sure they are ready.

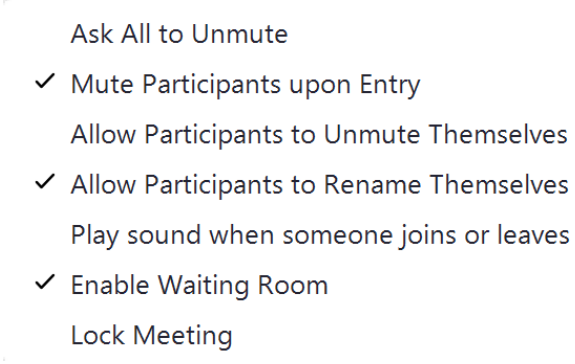
- *(if there is a quiz)* Make sure quizmaster has handed the slides over to a THRIVE member to present. They will take @SpeakerB's position.
- Change the names of people running the event to display their role.
  If the support can't, politely ask people to change their names to show their roles by clicking the "More" button on their name in the Participants menu, and selecting the "Rename" option.
  For example: Name [Moderator], Name [Speaker], Name [Quiz], Name [Support].
- Once *speaker(s) and all relevant staff* are in the Zoom chat, change the security settings to be as follows:
  The Waiting Room stops people from entering until a host lets them in.



In the Participants Menu, click the "..." button at the bottom-right. Make sure:

- "Mute Participants upon Entry" is ticked.
- "Allow Participants to Unmute Themselves" is unticked.

This prevents audience members from interfering with speakers.

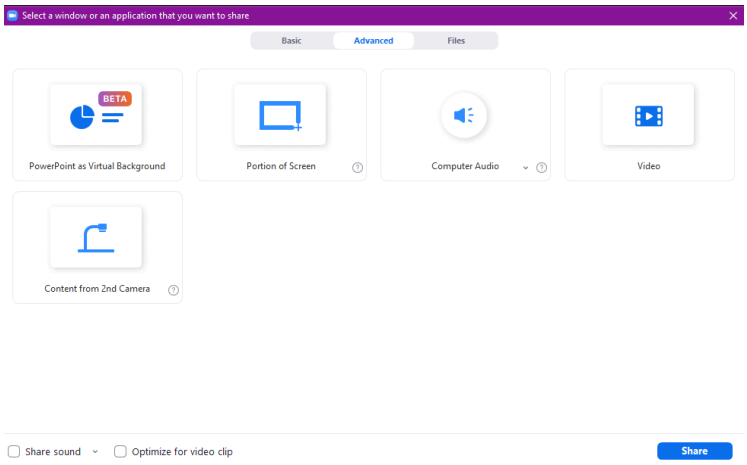


2. **10 - 15 mins before start:**

   Let @speaker(s) and all other staff (including @moderator and @quizmaster) in.

   @Host shares their screen and displays their first slide and background music. If this is not possible, @AV-support can share the slides on behalf of the host.

   To do this, they will need to:



a) Open up the music file on their computer.
b) Share the screen with the first slide.
c) Tick the “Play sound” check box in the lower left of the Share Screen popup.
d) Play the music in their music program.

@AV-Support confirms if they can see it or not. If they can’t, they should let the host know through a private message in Zoom’s chat function.

@Moderator will log on to the Live Streaming event.
Open OBS and have it livestream the Zoom event, removing all other windows (including chat and participant windows) and maximising the Zoom window. For the Thrivability Matters Webinars, see the Livestreaming section for the location of the livestream for instructions.

Finalise all preparations.

3. **5 mins before start (or at start if the team is still arriving).**

@AV-Support will *untick the “Enable Waiting Room” option* in the Participants Menu; this will let everyone in from the waiting room.

They and the @streamers will hover over their camera feed, click the dots menu that appears in the top-right of the feed, and select “Hide Non-Video Participants”.

Once the event starts, DO NOT talk over anyone during the event. *If it is necessary to talk to anyone, send a direct message to them* in Zoom.

If we let everyone in at the start of the event, skip the below @Moderator steps.

@Moderator will send a message to everyone informing everyone that the presentation will start in 5 minutes.

@Moderator will also send a prompt to everyone asking them to *type in the chat* what the theme means to them, to promote discussion.

4. **At start of event:**

@AV-Support, @obs-recorder ans @streamers will start recording the event, and set view to Gallery View. To record, press the Record button in Zoom's bottom menu.

To record with OBS, refer to this guide:
https://docs.google.com/document/d/1knfxJTfMgHU0gakFyW7ryVo0DEDlsI8lGF-cNS1H6FE/

To change view, click the "View" button at the top-right of the Zoom window, and select "Speaker".



Changing the view to "Speaker" will make sure the recording focuses on the person speaking. As this happens, @Host will start the event, as described below:

Event Structure:

4.1. **Introduction (10 min):**

- Here, the @host will introduce the event and who THRIVE is.
- @AV-Support should send a direct message to the first speaker telling them to share their screen once the host has stopped sharing theirs.
- *Everyone else* should stand by.

4.2. **Speaker Presentation (2x 30 min, or 3x 20 mins):** when the host has introduced the first speaker:

- @AV-Support should send a direct message to the next speaker, telling them to share their screen once the host has stopped sharing theirs, and to unmute their microphone when they are ready to speak.
  If they cannot, unmute theirs for them.
- If the host/previous speaker has not unshared their screen, send a direct message to them asking them to unshare their screen so the next person may present.
- When 5 minutes remain, @AV-Support should send a message to the current speaker asking them to finish speaking in 5 minutes. Play the alert sound.
- **If there is only one speaker**: @AV-Support should send a direct message to @SpeakerB (Quiz Presenter) to let them know to share the quiz slides, and unmute their microphone once the host has finished so they may present the quiz.

5. **Quiz (deprecated):**
If a quiz is scheduled, the host will announce it.
(*Ignore this step if there is no quiz).*
    - @SpeakerB will share their screen and present their quiz. This includes:
        - *Telling everyone about the quiz*.
          Quizzes are based on last months' theme. Tell the audience that questions are based on THRIVE blog posts and other content, hence looking at our content will make it easier.
        - Reading quiz slides, and the answers afterward.
        - Creating a sense of interactivity when possible.
    - @AV-Support will share this quiz link in the chat: **https://strive2thrive.earth/quiz/**
    - @moderator should make sure discussion remains civil, if needed.

    Once finished:
    - @quizmaster looks at this Google Sheet, and picks the winner, based on who got the most questions correct. If multiple people have the same high score, look at who completed the quiz the quickest.
      They will send a *private message* to the host announcing the winner. If there are two or more winners, see below.
    - @SpeakerB will stop sharing their screen and hand over to the @host, who will announce the winner.

    If there are two or more winners:
    - @quizmaster will tell the host there is a tie, and who shares the highest score.
    - @host will announce these, and the fact that there is a tie breaker question. This means there will only be one winner.
    - @SpeakerB will read out the tie breaker question and ask those who share the highest score to answer it, stating that whoever is closest to the answer will be the winner. Ask them to type their answers in the Zoom chat.
    - Once they have done this, announce the answer.
      The person closest to it is the winner.

    After the winner is announced:
    - @SpeakerB will congratulate the winner, and ask them for their name and email address through private chat, so THRIVE can send them their prize.

5.1. **Q&A Discussion (20min):** At the end of all speaker presentations, the host will announce question and answer time. The host will also invite the audience to complete a survey via the link in the chat box which will be shared by @AV-support. They will post the following to the Zoom chat window:

Hello everyone,

Thank you for joining our Thrivability Matters Webinar. We are always looking for feedback so we can make future webinars better.

We invite you to share your thoughts here: https://webinar.strive2thrive.earth/survey .

5.2. In this, the @moderator will ask the @speakers questions provided by the audience. The audience can only communicate through the chat window.

@Moderators for other platforms will send questions to the Zoom @Moderator.

Once the Q&A session has been announced:

- @Host will thank the speaker and praise the speech (i.e, thanking them for an insightful and engaging speech, or something similar).
- @Moderator will prepare to ask the first questions.
    - The questions are to be shared on the manifest by the @organiser
    - The template to the Q&A is here.
- @AV-Support will launch the survey by posting the following in the Chat window:

Hello everyone,

Thank you for joining our Thrivability Matters Webinar. We are always looking for feedback so we can make future webinars better.

We invite you to share your thoughts here:
https://webinar.strive2thrive.earth/survey .

- They will also post a message in the chat announcing that people may post any questions and comments in the chat, and that the moderator will read them out. The following is an example of a possible message, and describes a few important rules:

Hello everyone.
Welcome to the question and answer section of today's webinar.
You may post any questions and comments about the presentations in this chat.
Our moderator will read them out.
If you do not hear your question being asked, please do not post it again. We will ensure as many questions are answered as possible.
Any questions not asked in the Q&A session may be handed over to speakers to be answered in our THRIVE Newsletter at a later date.
Thank you for your understanding.

- @moderator plays a vital role here.
  To work effectively, they must:
    - Look through questions and comments. Pick the ones that are the most relevant and ask them to the speakers.
      Look at both *Zoom* and *livestream channels* (like YouTube and Facebook)
    - @Moderator says relevant comments and questions to the speakers. Reword them to make sense when needed (but preserve meaning).
    - Merge similar questions together (if two people ask about how energy can power cities, put them together and state that "Many people ask about…[the topic]).
    - Bridge discussions with your existing knowledge.
    - Have 2-3 questions or comments to ask at the start, so discussion can begin immediately.
- If anyone is acting unruly, @AV-support *should send a direct message* to them as a warning. If they fail to follow, they may kick the person out.

- @AV-Support and @moderator should watch the schedule, as they need to end the Q&A session on time.

2 minutes before the end of Q&A:

- @moderators should always be aware of the time allocated to the Q&A session. If this does not occur, @AV-Support should send a message to the @moderators and @host telling them there is only time for one more question, and to wrap the Q&A session up.
- @moderator should only ask one more question. Do not introduce new questions.
- @AV-Support should also write down any skipped-over questions into a document. We can use these for podcasts or later discussions with them.

End of Q&A:

- @moderator will:
  - Thank everyone for the interesting questions, and point out that though many questions came through, we are sorry we could not answer all of them, but we will collate them and provide the answers via the THRIVE Newsletter. Encourage them to sign up for the Newsletter to gain access to the questions.
  - Tell the audience that if there is enough interest and the speaker is interested, we would be happy to invite them for another webinar.
  - After this, hand over to the @host. If there is a second speaker, look at the "Speaker Presentation" section above to know what to do next.
- @AV-support will:
  - Post the link to the survey again, with the following message:

Hello everyone,

Thank you for joining our Thrivability Matters Webinar. We are always looking for feedback so we can make future webinars better.

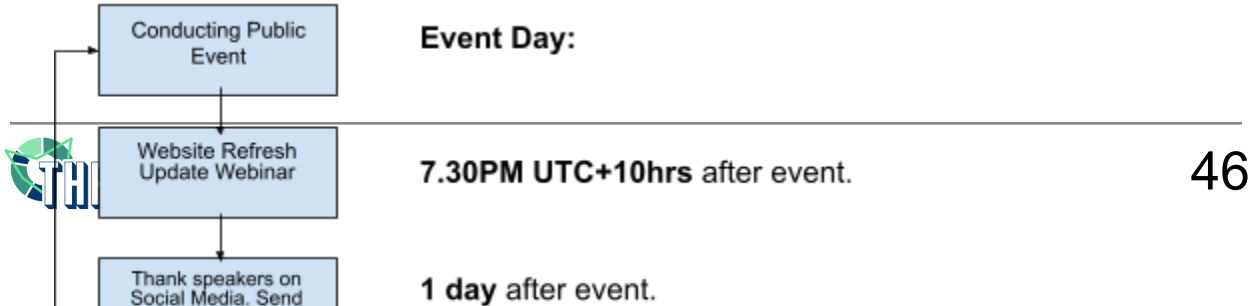
We invite you to share your thoughts here:
https://webinar.strive2thrive.earth/survey .

6. **Conclusion and Thanks:**
   At the end, the @host will thank the speakers and everyone involved in the event (from planning to execution).

   They may promote future events, media such as blogs and podcasts, or social media links.

Post Webinar

Who is responsible: @organiser @host, @speakers, @AV-support, @moderator, @quizmaster (if needed), @video editor.



1. **Website refresh:**
    - The @organiser needs to provide the @website-refresh team with instructions to update the website at least 1 day prior to the webinar event. Instructions below to post in #website-refresh channel.

      The website needs to be updated after the event at 7.30PM UTC+10.

    - Immediately after the conclusion of the event - transfer all speakers (name the speakers) on the website from the Current speakers section to Previous Speakers section.
    - Update the SDG themes and additional topics.
    - Provide the date for the upcoming webinar: Tuesday (date month year) 6:00PM AEST (UTC + 10:00)
    - Set the webinar livestream to be “Unlisted” and remove FaceBook livestream from our FaceBook page. This is hidden, as we only need it as a recording backup.
    - Update the registration page URL to point to the next webinar.
    - Update webinar and speaker web pages.
    - Update the Webinar Registration Report. Add information on attendees.

      1 days after the webinar

    - **@smTeam** should create social media posts thanking speakers for presenting at the webinar. Include an image of speakers if possible - an example can be found here: https://www.linkedin.com/feed/update/urn:li:activity:6965427081497235456

      2 days after the webinar

    - Create webinar WordPress page prep and Write up (content team) and post to Website/Blog post. **@copywriters**
        - **See Step #5 for more information.**

      1 week after the webinar

    - Create and upload webinar presentation videos. **@video-editor**
    - **@smTeam** should create social media posts with links to the webinar presentation videos. An example can be found here: https://www.linkedin.com/feed/update/urn:li:activity:6968367623134732288

2. **Internal debriefing**:

- Members from the webinar manifest: @organiser *@host, @AV-support, @moderators (and @quizmaster,* if applicable*)* should spend at least 30-40 minutes debriefing.

- The Debrief meeting should be held 2 days after the live event or within the same week of the event.
- Consider: What did everyone do well? What could be done better? How can everyone improve (if needed), statistics on the number of registration vs attendees?

3. **@organiser will send a thank you email** to speakers, and fill the below Certificate of Appreciation with their name (using the template available in canva). Send these to speakers with the thriveprojectevents@gmail.com email address.
   This shows that we appreciate their efforts.

   - **The thank you email template (Appreciation Letter for Speaker section)**
     https://docs.google.com/document/d/1O-3Mz4zCItfWRr2F6S1Nj0rPDCwR9teqQFxTG5F9lqU/edit?usp=sharing

   - **The Canva certificate template: (Also in Google Drive when you log into the events@strive2thrive.earth email)**
     https://www.canva.com/design/DAEr_W2uTIk/share/preview?token=xozhcP01vTMBqEOhuxDL-w&role=EDITOR&utm_content=DAEr_W2uTIk&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton

     The certificate should be saved in PNG format and should be named as "THRIVE Certificate of Appreciation - Speaker's Full Name"

   They may also invite speakers for future events, podcasts, workshops, writing a guest blog post, or any other desired form of engagement.



   The thank you email should also include the Q&A that the moderator compiles from the webinar. All questions must be sent to speakers, even though they were already answered on zoom video/chat. To help the speakers out we need to write up the answers they have already given when sending them the questions and

get their confirmation. Once the answers are received from the speakers, we need to include them in the webinar write-up. We can include them in stages in the write-up as it is already published, as and when the speakers send across the answers.

When the videos from the webinar for each speaker and the Q&A session become available, send the video links to each of the speakers. From the News section of the website, you can also share the link to the webinar write up with the speaker's responses to the Q&A (Thrivable Insights) when it is published. An example of the PDF document is here.

4. **@Quizmaster will send an email** through *thriveprojectevents@gmail.com with a Quiz Winner Certifficate filled with the winner's name. Template is accessible in Google Drive once you log in to the above email.*

5. **@Copywriters will write up a news article** about the speakers and event. As soon as a speaker sends you their responses to the Q&A, forward it to the **@copywriters** (or any other person who can create a PDF) for the Thrivable Insights PDF.
They will create the PDF - once this is done, **@copywriters** must attach it to the article.

   Release it 2 days after the event.
   Previous examples can be seen here and here.

   To write the News article (to appear in the News section of the website):

   The aim of this piece is to summarise the event and what the speakers discussed. Aim to make this around 350-400 words long and include a picture of the guest speaker.

   Make sure the article is categorised under the News category, and that the usual article editing guidelines are followed.

   Structure the article as follows:

   a) Begin the piece by thanking the guest.
   b) Provide some background on the individual, their education and work.
   c) Introduce THRIVE and our mission.
   d) Summarise the webinar.
   e) Conclude by reflecting on the person's work and how it will benefit the future. This should also link back to THRIVE.

   f) Add the Q&A responses from the speakers. If not available when publishing, publish without it and add this later on when Event Coordinators or Copywriters provide it. It will typically arrive as a PDF file, so we would suggest adding it as a link.

   Before you publish, make sure the page slug is as follows:

month-year-thrive-webinar-highlights-featuring-**speaker01FirstName-speaker01LastName-sp**

eaker02FirstName-speaker02LastName-speaker03FirstName-speaker03LastName

For example:
january-2024-thrive-webinar-highlights-featuring-erin-remblance-jen-gearing

may-2024-thrive-webinar-highlights-featuring-lia-golledge-radhika-raghupathy-khusshboo-mehta

Information about the page slug's role can be found in the article editing guidelines**.**

6. **@AV-Support will trim quiet sections** from the start and end of the event recording, and upload the recording folder to the Uploads folder in the THRIVE NextCloud.

7. **@video editor will clean up audio and video to look presentable**, add the THRIVE Intro and Outro (and transitions if needed), and upload this to the THRIVE YouTube Page. **Schedule this to be published 2 weeks after the event.**

   When uploading, add a 1920 x 1080 sized graphic to use as a thumbnail, and a meaningful title and description. Title and description should:

   - Explain what the event is, and what it's about.
   - Explain how it relates to THRIVE and its mission to promote a thrivable future.
   - Write 2-3 sentences about each speaker, and their expertise and experience in the topic (if there were any speakers).
   - Encourage people to visit our social media links, and provide these. For instance:

     If you would like to find out more, check us out and follow us on social media:

     Facebook: https://www.facebook.com/thrivabilitymatters
     LinkedIn: https://www.linkedin.com/company/thrivabilitymatters
     Twitter: https://twitter.com/thrivability_m
     Instagram: https://www.instagram.com/thrivabilitymatters
     Reddit: https://www.reddit.com/r/Thrivability/

     Or you can learn more about our THRIVE platform here:
     https://thrivabilitymatters.org/

8. Using *thriveprojectevents@gmail.com*, **send an email** to the participants with the link to the webinar (a presentation) and questions (answered after). *The organiser or coordinator* may discuss with them about participating in future events, THRIVE podcasts, workshops, or other events.

9. **Promote the webinar video** on our social media channels, and send the webinar video link in an email to participants.

   In this email, promote any future events/content, such as workshops or podcasts and encourage them to join our future events.

10. **Follow up on speakers** if desired for podcasts, guest blogs, interviews, or any other events. Use this opportunity to ask any unanswered questions from the event.

Recruitment

To recruit for a Host

It is important to recruit the right person to host the webinars and to do this an evaluation process should be executed for the purpose of selection, handover and training. Ideally a group of potential candidates should participate to reduce the number of evaluation and training sessions. Together @HR and the @organiser are responsible for recruitment of a new host and where necessary practice sessions should be executed before the live event.

What is covered in the session?

- A scope of the Thrivability Matters Webinar series
- Event name, purpose, audience, history etc
- The role of the host
- Event team (manifest), areas and individuals
- Event format and structure
- Pre-event activities
- Post-event activities
- The webinar cycle
- The importance of the audience survey
- Candidates have the opportunity to prepare a short presentation and present this to the panel for the evaluation.
- A copy of this webinar guide is to be shared with the new host.

Important links:

The video here is an example of the host training & evaluation session.
A copy of the structure of the session here.
An example of the host evaluation criteria is here.

Commitments:

Ideally, the host should commit to a minimum of 12 months and be available on the 3rd Tuesday of each month to fulfil their role.
The webinar event commences at 6PM AEST (UTC+10hrs) and concludes at 7.30PM AEST (UTC+10hrs). The host will also require stable internet connection to conduct the webinar session.

To recruit for a Moderator for the Q&A session

Similarly to the evaluation process for the host role, a group of potential candidates should be trained and evaluated together. The @organiser is to:

- provide training,

- explain the role of the @moderator,
- share or direct the @moderator to previous examples of the Q&A session. Note, that @AV-support will have raw footage of the Q&A sessions.
- organise a speedrun if required.

Commitments:

The same @moderator is not required to commit to the 12 month schedule and it is recommended that we have a selection of moderators experts in different fields to host depending on the monthly SDG and topics. The @moderator will require a stable internet connection to conduct the webinar Q&A session.

Version Control Information

Updated by: (@name)	Version Number	Update Description	Reason	Date (as dd/mm/yyyy)
@Justin	**v1.0**	Split this guide from External Event Guidelines	Users were unable to locate webinar information owing to being unable to find webinar guidelines.	**23/09/2023**
@Justin	**v1.2.3**	Resolved broken links and updated information to reflect current processes.	Updates to processes have not been added to the Wiki.	**15/05/2024**
@Justin	**v1.2.5**	Added Resources and Version Control tabs. v1.2.4 featured minor changes to text.	Consistency with updated document template.	**22/05/2024**
@Justin	**v1.3**	Added information on how to update the webinar page	Missing information	**12/07/2024**

@Justin	**v1.3.1, v1.3.2**	Added information on speaker requirements	Missing information	**8/09/2024**
@Justin	**v1.3.3**	Clarified speaker contact and engagement requirements. Changed formatting in Recruitment section to be clearer.	Missing information, updated link to webinar calendar owing to changed link.	**3/02/2025**
@Justin	**v1.3.4**	Updated webinar processes, added info about streamers.	Incorrect and missing information.	**15/04/2025**