Guide To Organizing Virtual #WikiForHumanRight Webinars

Decide on a date and time   1

Deciding on a suitable date is key to ensuring that the webinar is well attended by your target audience. By your observation, you can tell if weekends or weekdays work best.

Decide on the Topic for your Webinar   2

Find local topics that can appeal to your audience under the campaign theme you will want to touch on.

Engage Experts to share insight into the topic   3

Experts' views bring some authenticity to the topic that is being discussed. Engaging an expert to educate and bring some clarity around the topic helps your audience to appreciate the relevance of the campaign and helps shape sustainable behaviors.

Prepare your content   4

This can be a presentation you will want to share with your audience. Localizing the content of your presentation can help the community appreciate and relate better to the information being presented

Identify audience and language needs   5

Using language which is well understood by your audience is key. If you do not have the expertise in the language, you can employ the services of an interpreter to ensure that the message is well understood by your audience

Connect your topic to Wikipedia   6

It's important to share insights on the role Wikipedia plays in making such information accessible
You might want to localize your presentation material to your region or country

Decide on a platform to host your webinar   7

There are several virtual platforms to host your webinar, however, each of the platforms offer a unique service and some may require you to purchase premium packages to access some features. (E.g. Google Hangout, Zoom, Google Meet).
You may want to consider these factors when choosing;

- Number of participants it can accommodate
- The ability to change between speakers easily
- The ability for participants to ask questions
- Screen sharing functionality
- Slide sharing functionality
- Recording functionality
- Breakout rooms
- Cost

Promote your event   8

Run a local media drive: Advertise your webinar and encouraging participation through publications (press release, media drive, granting interviews about the campaign, etc.).

#WikiForHumanRights