The American Probation and Parole Association

WEBINAR

QUICK GUIDE

Educate community corrections professionals and related professions on the latest trends, technology, and best practices - all from your computer!

Overview

Thank you for supporting APPA's mission to provide relevant and innovative information to professionals in the community corrections field. APPA is thrilled you are interested in presenting a webinar to our audience. If your proposal is accepted, the webinar recording will be posted on APPA's website for on-demand viewing, and attendees will be able to access the recording at any time on the 'Virtual Training Opportunities' page. This webinar quick guide provides information regarding relevant timelines; preparation, implementation, and marketing of webinars; and webinar presentation requirements.

GENERAL INFORMATION

- Please plan enough material for a 60-minute webinar, with a maximum time of 90-minutes.
    - To conclude the webinar, it is highly recommend to include a 10 to 15-minute Q&A session.
- Your audience will mainly consist of professionals within the community corrections field, from line staff to heads of agencies.
- There is no cost to facilitate a webinar on APPA's web-based video conferencing platform.
- Attendees may be charged a fee to view a webinar presentation, at APPA's discretion.
    - Corporate webinar presentations do not have attendee fees.
- APPA staff will set up registration and promote the webinar to our members and to the general public.
    - The webinar link will be shared with your team for marketing purposes.

Webinar Development Timeline

Timeline is subject to change.

1+ MONTH PRIOR TO LIVE WEBINAR

Proposal & Decision
- Submit a webinar presentation proposal here.
- APPA staff will review the proposal and provide a decision no later than two weeks after the submission.

1-2 WEEKS PRIOR TO LIVE WEBINAR

Practice Session
- You are strongly encouraged to practice your webinar presentation – either independently or with the assistance of an APPA staff member using our webinar platform (Big Marker).
- Practice with an APPA staff member to explore Big Marker – ensure your internet speed is sufficient, check microphone(s) and camera(s), and run through the presentation as desired.

FIVE (5) BUSINESS DAYS PRIOR TO LIVE WEBINAR

Share Materials
- Presentation team must share a finalized copy of the presentation slideshow and supplemental materials at least 5 days prior to the live webinar.*
- If special features will be used, relevant information must be shared at least 5 days prior to the live webinar.*
- APPA will review all materials and, if necessary, request edits.

LIVE WEBINAR DATE

Live Presentation
- It's go time! Join the webinar room approximately 45-minutes before the scheduled go live time.
- APPA will perform camera and microphone checks, and test any special features that you have planned to utilize.

THREE (3) DAYS POST-WEBINAR

Recording & Performance
- After the webinar, APPA will provide you with a recording link and performance report. The performance report contains the following data:
  - Registration and attendance
  - Survey/poll results (if applicable)
  - Chat and Q&A transcript
  - Attendee activity (clicks)

All webinar communications and/or materials can be directed to Kylie O'Grady at kylie.ogrady@csg.org .

Proposal Preparation

To set up a webinar please submit the following information:

- **Title of the presentation**
- **Brief description of the webinar content** (300 words max)
  - This will be the official description that will be posted to the webinar landing page. Presenters will be highlighted in a separate section on the landing page.
- **Entity type**
  - Indicate the type of entity submitting the webinar, such as APPA committee, corporate member, government agency, non-government organization, not-for-profit organization, or other.
- **APPA webinar background**
  - Indicate whether you have presented a webinar with APPA before and how you heard about APPA's webinars.
- **Presenter information**
  - Provide the name, title, organization, contact email, headshot, and biography (500 words max) of each presenter.
  - A maximum of five (5) presenters are allowed per webinar.
- **Special features** (if applicable)
  - APPA's webinar platform has several features that may be utilized, including breakout rooms, call to action pop-up offers, giveaways, handouts, poll questions, pre-webinar survey, post webinar survey, and videos.
- **Primary contact**
  - Provide the name and contact email of the individual responsible for coordinating the presentation.

- **Additional Staff**
    - Indicate if you would like to have a maximum of two (2) additional staff members to join the live webinar and practice session backstage to help facilitate the presentation.
    - These individuals will not be presenters, so they will not be on camera, but they will have admin access in the studio. They will be able to control live webinar functionalities, such as turning on/off mic(s) and cam(s), playing video(s), sharing screen, and activating poll question(s).
- **Live Presentation Scheduling**
    - APPA has options on Tuesday or Thursday for 60- or 90-minutes within the hours of 11 AM – 4 PM Eastern Time.
    - Scheduling of live webinars need to be submitted at least one month in advance, ensuring ample time for marketing.
- **Practice Session Scheduling** (if applicable, highly recommended)
    - You may independently practice your presentation or with an APPA staff member using APPA's webinar platform (Big Marker).
    - In preparation for webinar presentation, work with an APPA staff member to explore Big Marker to ensure your internet speed is sufficient, check the functionality of microphone(s) and camera(s), and run through key aspects of the presentation.
    - APPA has options on Monday or Wednesday for 60-minutes within the hours of 11 AM – 4 PM Eastern Time.

ADDITIONAL INFORMATION

- A final copy of the slideshow presentation and any supplemental materials must be provided at least 5 business days prior to the live webinar. Please send these materials to Kylie O'Grady kylie.ogrady@csg.org .
    - Refrain from using copyrighted or trademarked material.
    - Final updates to your presentation are due 5 business days prior to the live presentation date.
    - Prior to the live webinar, thoroughly test all videos for their functionality.
    - If necessary, provide an audience trigger warning/sensitive statement. Be careful to avoid triggering content and questionable language.
- If applicable, information pertaining to the use of any special feature(s) selected on the webinar proposal must be shared with Kylie O'Grady kylie.ogrady@csg.org at least 5 business days prior to the live webinar.

Presenting with APPA

APPA will set up the webinar on our platform, Big Marker, and send all presenters and additional staff an invite.

- The Big Marker invite will NOT block off time on your calendar. APPA will create a calendar invite to block off this time in your schedule.
- Big Marker's invite to the recording studio may be automatically directed to your spam/junk folder—APPA will attach the links to join in the calendar invite.
- To ensure technology is running smoothly before the live presentation begins, please join the Big Marker studio 45 minutes in advance.
  - If you are not present at least 15 minutes before the webinar start time, the webinar will be rescheduled or canceled.

SUGGESTIONS

- Practice your presentation to ensure all material can be covered within the allotted timeframe.
- Minimize slideshow text and avoid reading notes during your presentation.
- Engage with the virtual audience. Ways to do this:
  - Present relevant scenarios, provide correct/incorrect ways to approach the situations, and explain successful methods to overcome the challenges.
  - Insert a call-to-action motivating execution of the subject matter.
  - Facilitate a prepared Q&A session with colleagues to participate as 'students'.
  - Prepare a guided activity or interactive resource for audience members to complete during/after the presentation.
  - Show a QR code on a PowerPoint slide that is linked to a survey/poll where virtual attendees can participate using [Mentimeter](), [Google Forms](), [Survey Monkey](), etc. *Ensure audience members have an extended timeframe to submit responses to allow all virtual participation.*

Marketing & Post-Webinar

After the webinar is set up in Big Marker, APPA staff will send you a link which can be used to market the webinar to your audience. The webinar information and recording will be posted on APPA's website for registration and on-demand viewing. Attendees can visit the 'Virtual Training Opportunities' page to access the webinar at their convenience.

APPA staff will provide your team with the presentation recording link and live webinar performance report approximately three days after the webinar. The performance report shows data on registration, attendance, survey/poll results (if applicable), attendee activity, chat messages, and Q&A transcripts. APPA will share these materials with you as soon as possible, but the recording will take about one day to render—your patience is appreciated.

If you would like to post the live webinar recording on your organization's page, you may use the recording link shared with you. This is the same link provided previously, which links attendees to the Big Marker webinar landing page. Linking individuals to the landing page shows the webinar title, description, and presenter(s) along with the recording on the same page. Before the webinar goes live, registration information will be displayed. After the webinar has occurred, the recording is displayed instead of registration information. Please keep in mind, there is a 24-hour delay before the recording is displayed. The recording must render for one day after the live webinar ends.

Terms & Conditions

LICENSE & RELEASE

Please review APPA's video license and release document for more information on how APPA will utilize the webinar content. All presentation groups must understand and agree to the terms outlined on this document.

CODE OF CONDUCT

APPA is committed to providing a safe, productive, and welcoming environment during all trainings and meetings be they in-person or virtual. All participants including, but not limited to, attendees, speakers, APPA staff, and all others are expected to abide by this Code of Conduct. This policy applies to all APPA trainings and meeting-related events, including those sponsored by organizations other than APPA but held in conjunction with APPA events, on public or private platforms.

APPA has zero-tolerance for any form of discrimination or harassment, including but not limited to sexual harassment by participants or our staff. If you experience harassment or hear of any incidents of unacceptable behavior, APPA asks that you inform either Veronica Cunningham, Executive Director, vcunningham@csg.org or 859-244-0258, or Darlene Webb, Director of Operations, dwebb@csg.org or 859-244-8206, so that the appropriate action can be taken.

Unacceptable Behavior is defined as:

- Harassment, intimidation, or discrimination in any form.
- Verbal or non-verbal abuse of any attendee, speaker, volunteer, exhibitor, APPA staff member, service provider, or other meeting guest.
- Examples of verbal abuse include, but are not limited to, verbal comments related to gender, sexual orientation, disability, physical appearance, body size, race, religion, national origin, inappropriate use of nudity and/or sexual images in public spaces or in presentations, or threatening or stalking any attendee, speaker, volunteer, exhibitor, APPA staff member, service provider, or other meeting guest.
- Disruptions of presentations during sessions, in the exhibit hall, or at other events organized by APPA throughout the institute are unacceptable. All participants must comply with the instructions of the moderator and any APPA staff.
- Presentations, postings, and virtual messages should not contain promotional materials, special offers, job offers, product announcements, or solicitation for services. APPA reserves the right to remove such messages and potentially ban sources of those solicitations.
- Participants should not copy or take screen shots of Q&A or any chat room activity that takes place in the virtual space.
- APPA reserves the right to take any action deemed necessary and appropriate, including immediate removal from the meeting without warning or refund, in response to any incident of unacceptable behavior, and APPA reserves the right to prohibit attendance at any future meeting, virtually or in person.

ACKNOWLEDGEMENTS

When completing the webinar proposal, you will be asked to acknowledge each of the following statements:

- I certify that the information on this webinar submission is finalized and understand that APPA has the right to edit my webinar title and/or description. Additionally, I acknowledge that the recording of this presentation may be utilized and distributed by APPA in numerous activities for educational purposes.

- I will share a finalized copy of my presentation materials with Kylie O'Grady at kylie.ogrady@csg.org at least 5 business days prior to the live webinar. I understand that all webinars must adhere to the webinar development timeline.

- If applicable, I will forward finalized information regarding any call to action pop-up offer(s), handout(s), giveaway(s), poll question(s), pre-webinar survey, post-webinar survey, and/or video(s) to Kylie O'Grady at kylie.ogrady@csg.org at least 5 business days prior to the live webinar.

- I acknowledge that presenters are prohibited from using copyrighted or trademarked material(s). In addition, I understand that I am not allowed to produce a commercial presentation to sell a product/service. APPA webinars are only for educational purposes.

- If I have opted out of an APPA practice session, I understand that my presentation team is prepared to navigate technology and deliver our presentation in a live setting with limited technology assistance.

- I understand that violation of APPA's code of conduct, license and release, or acknowledgement statements may result in the webinar being cancelled and/or removed from APPA channels. Additionally, APPA reserves the right to cancel or reschedule the webinar if deemed necessary.

Submit a Proposal!

Share your knowledge and elevate your professional profile by submitting a webinar proposal to the American Probation and Parole Association! This is your chance to showcase your expertise to a wide audience, contribute invaluable knowledge to community corrections professionals, and drive meaningful conversations on the latest trends and challenges in the industry. Don't miss out on this opportunity to position yourself as a thought leader—submit your proposal today and help shape the future of our field!

PROPOSE A WEBINAR

If you have any questions after you've reviewed this information, please contact Kylie O'Grady kylie.ogrady@csg.org at your convenience.