

Introducing #WebinarWednesday with AOCS!

To submit a proposal please visit: <https://goo.gl/forms/Y8pPuEtXdZePHMv03>

For more information please visit: <https://www.aocs.org/webinar>

For more information or questions regarding webinar proposals, please contact:

Amy Garren, Director, Brand and Digital Strategy

Phone: +1 217-693-4836

Email: amy.garren@aocs.org

Contents

Webinar Proposal FAQs.....	2
Webinar Logistics.....	3
Webinar Checklist and Best Practices.....	4
Still need help or have questions?.....	5

AOCS is dedicated to bringing timely, relevant and educational information to its members. To that end, we welcome webinar proposals from members and other professionals who wish to share their learning, research, expertise and experience.

AOCS provides the webinar platform, promotes the webinar and can assist with logistics as a service to our members.

We generally require at least a two-month lead-time to arrange and promote a webinar.

Goal/Purpose

Webinars provide opportunities for AOCS members to share and gain specialized knowledge, explore innovative practices and learn about a variety of functional areas.

Webinars cover a wide range of topics, from professional development to research. Members have the chance to share their work – whether it is in progress, was recently published, or from a past conference or event – with additional audiences.

Webinar Proposal FAQs

Who can submit a webinar proposal?

Anyone can submit a webinar proposal. We encourage prospective speakers and general audience members to submit ideas. Even if you don't know who might present the topic, we want to hear your ideas!

I've never presented a webinar before and/or don't have much presentation experience—can I still propose or present one?

Absolutely! We will make the process as easy as possible and give you as much training as necessary. Webinars are a great way for new presenters to get comfortable with public speaking while also sharing their knowledge.

Who Should Present?

- Experienced Professionals
 - Increase the reach of recently published research or presentations given at an AOCS meeting.
 - Provide knowledge-building for the scientific community, especially young professionals.
- Corporate Members
 - Communicate research and/or product innovations or advancements.
 - Build awareness of your brand and how it is involved with the technical interests of the AOCS community.
- New professionals and Graduate students (at all levels)
 - Gain experience developing and presenting.
 - Build professional networks through exposure of your research to a large audience (and connecting with audience members afterwards).

Is there a fee?

Our webinars are free for AOCS members to present and attend.

When are the webinars?

We generally schedule webinars every Wednesday from 12–1 p.m. CST. However, these times can be adjusted as needed. After reviewing your proposal, AOCS staff will coordinate with you in scheduling your webinar.

Webinar Logistics

AOCs uses Citrix GoToMeeting as an interactive webinar platform, which includes the following capabilities:

- Live voice and screen sharing
- Chat-and-question feature
- Webcams
- Video playback

Presenters share a predesigned PowerPoint or PDF on their own device.

You must have access to a computer or other compatible device for screensharing, as well as VOIP or telephone access for audio.

AOCs webinars are a minimum of 30 minutes and maximum of one hour. At least 10 minutes should be allowed for questions. If your topic is very broad, consider narrowing it a bit or turning it into a series of webinars.

Webinars are recorded for future access and for registrants who are unable to attend at the scheduled time. Presentation slide decks and other resources are also made available, as appropriate.

Time Commitment

The webinars are intended to be highly interactive. To ensure participant engagement, consider adding questions into your presentation, such as polls or thought experiments, and include time for the audience to respond.

Consider whether you want to address comments and questions during the presentation or hold them until the end (AOCs can moderate participant questions and discussions). Consult with AOCs for ideas on how to maximize participant engagement. Creativity is encouraged and appreciated!

We ask that webinar participants log in approximately 20–30 minutes before the scheduled start time of their webinar so that we can check sound and answer final questions.

We also ask that all webinar participants join a brief practice session with the other speakers and AOCs staff a week or two before the webinar to get familiar with the platform and run through logistics. This session typically does not last more than 30 minutes.

We can arrange a more in-depth planning call to discuss content and structure of the webinar with the other speakers and staff if preferred.

Webinar Checklist and Best Practices

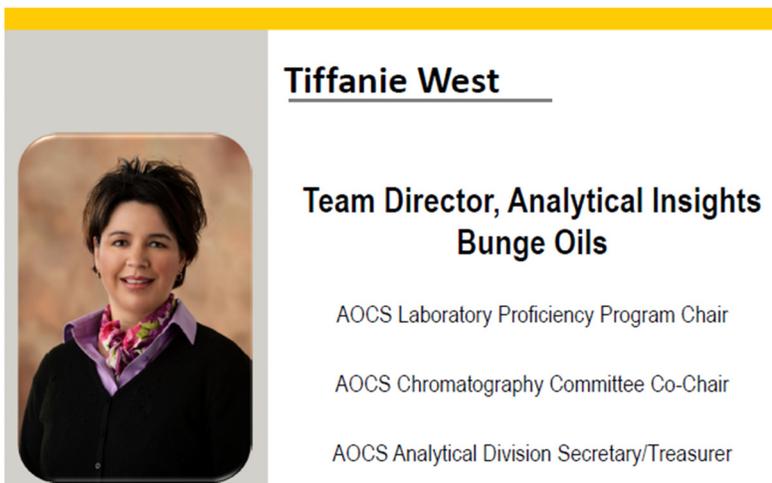
Pre-Webinar

- Create outline of webinar topic
- Create first draft of webinar deck and add notes or a script

Presentation Tips

To keep an audience engaged for 30 minutes to an hour, you will need to make your slide deck visually appealing.

If you will not be using a webcam it is best practice to include headshots of all speakers during their introductions (example below).



Tiffanie West

**Team Director, Analytical Insights
Bunge Oils**

AOCS Laboratory Proficiency Program Chair

AOCS Chromatography Committee Co-Chair

AOCS Analytical Division Secretary/Treasurer

Create image-heavy slides that relate to the topic you are discussing. Using text on slides is fine, if done correctly. Don't simply write a paragraph on a slide in black and white. Instead, make sure the text adds to the presentation. Stick to one color palette throughout the webinar deck and try not to make it too busy.

Below is an example of what a paragraph-only slide looks like (on the left) and what one with color and imagery looks like (on the right):

Enhance Your Profile with Images

Cover Photo: Use a larger cover photo that gives some explanation of who your brand is. You can also change the cover photo based on what is happening with your company, either a big product launch, or an event coming up.

Profile picture: This is what will appear next to all your tweets, so a logo or something branded will work best. Make sure your colors are complimentary!

ENHANCE YOUR PROFILE WITH IMAGES.



2 Weeks before Webinar

- Practice Session: Test audio, visual, and slide progression.

On the Day of the Webinar

- Find a quiet room to host the webinar in.
- Use a wired connection. This will help you avoid wireless problems during the webinar.
- Log in you 20–30 minutes before webinar start time.

Still need help or have questions?

Contact Amy!

Amy Garren, Director, Brand and Digital Strategy

Phone: +1 217-693-4836

Email: amy.garren@aocs.org