

AOCS WEBINAR GUIDE

<https://aocs.org/webinars>

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About

The AOCS webinar program offers an exceptional opportunity for members to enhance their knowledge, share their expertise, and explore innovative practices across a wide range of topics. Our webinars are designed to provide specialized insights and practical tools for professional development, research, and functional areas, enabling members to stay informed and engaged in their fields.

Whether you are a researcher, a practitioner, or a student, our webinars provide a forum for learning, discussion, and collaboration. As a member, you can share your work and insights with additional audiences, whether it's a project in progress, a recently published paper, or a presentation from a past conference or event. This enables you to gain valuable feedback, insights, and connections that can help you advance your work and career.

AOCS webinars are an excellent way for members to expand their knowledge and expertise on a variety of topics. By following these simple steps, you can propose and host a successful webinar that adds value to the AOCS community.



Step 1: Brainstorm Your Webinar Idea

Think of a topic that you are passionate about and would like to share with the AOCS community. The topic should be relevant to the field and add value to attendees.



Step 2: Submit Your Webinar Proposal

Once you have your webinar idea, you can submit a proposal to AOCS. You can do this by emailing Kasey Angeloni at kasey.angeloni@aoacs.org or by filling out the webinar proposal form at <https://fs10.formsite.com/AOCS/webinar-proposal/index>.



Step 3: Work with AOCS Staff to Plan Your Webinar

AOCS staff will review your proposal and work with you to plan your webinar. They will provide you with all the necessary training and support to ensure that the process is easy and comfortable for you. They will also help you customize the format of the webinar based on your needs.



Step 4: Promote Your Webinar

AOCS will promote your webinar through several channels, including the AOCS website, newsletters, social media, and online communities. You can also promote your webinar on your own channels to increase the visibility of the event.



Step 5: Present Your Webinar

AOCS will provide you with access instructions and technical support if needed. Remember to engage with your audience and answer any questions they may have during the webinar.



Step 6: Follow Up with Attendees

AOCS provides all registrants with a webinar recording and attendees of the live broadcast receive a certificate of attendance. You can also provide attendees with any handouts, slides, or brochures you would like to share.

AOCS is committed to providing timely and relevant information to members and welcomes proposals from members and other professionals to share their knowledge and experiences. As a service to members, AOCS provides the webinar platform, promotes the webinars, and offers full logistical support.

Webinar Proposal Process

Proposing a webinar is easy with AOCS! Start by sharing your idea or proposal with our staff, who are available to answer any questions you may have. To begin production of your webinar, you'll need to provide the following information:

- Webinar title
- Full webinar description and learning objectives, including individual presentation titles and descriptions if applicable.
- Speaker(s) and/or panelist(s) name, title, and affiliation
- Brief biography of each speaker and/or panelist
- Email address for each speaker and/or panelist (used for providing speaker information and access instructions)

Additional inputs you may provide include speaker headshots, logos for the certificate of participation (200x200 and 100KB, .jpg or .png), contact information or links to be sent in the follow-up email to registrants, handouts, slides, or brochures for attendees to download, poll or survey questions, and custom registration questions.

You can provide these inputs by emailing Kasey Angeloni at kasey.angeloni@aoacs.org or through the webinar proposal form at <https://fs10.formsite.com/AOCS/webinar-proposal/index>. Please note that the required inputs are essential to begin production of your webinar. AOCS staff members will work closely with you to ensure your webinar is successful and meets your objectives.

To allow sufficient time for promoting your webinar, we recommend scheduling it **at least 8 weeks after all the required inputs have been collected.**



AOCS welcomes proposals for a diverse range of topics

From the latest scientific research, historical perspectives, fundamental concepts, soft skills, how-to guides, or technical trainings AOCS welcomes a variety of topics and presentation types.

Webinar FAQ

Who can propose a webinar?

Anyone can propose a webinar, regardless of their experience or expertise.

Do I need to have presentation experience to propose or present a webinar?

You do not need prior presentation experience to propose or present a webinar. We will provide all necessary training and support to ensure that the process is easy and comfortable for you.

Who should present a webinar?

Experienced professionals can increase the reach of recently published research or presentations given at an AOCS meeting or published in an AOCS journal. **Corporate members** can communicate research or product innovations or advancements and build awareness of their brand and how it is involved with the technical interests of the AOCS community. **New professionals and graduate students** (at all levels) can gain experience presenting and build professional networks through exposure of their research to a large audience.

Can I present commercial content during the webinar?

It depends! Commercial content or content promoting a specific product or company should not be presented during an *educational* AOCS webinar. An [AOCS Sponsored Webinar](#) offers presenters the opportunity to spotlight their product and company achievements.

Are speakers paid for presenting a webinar?

AOCS webinars are traditionally given by volunteers and speakers are not compensated.

Is there a fee to attend webinars?

AOCS webinars are free and open to everyone.

How many speakers can I have for my webinar, and how long should it be?

Webinars can have one or multiple speakers and can last anywhere from 30 minutes to one- and one-half hours. The webinar format is customizable and can be tailored to your specific needs.

When can I schedule my webinar?

Webinars should be scheduled **at least 8 weeks** after all required inputs have been collected. You can use the [scheduling link](#) to schedule webinars during AOCS business hours that are an hour or less in duration. If you need to schedule a longer webinar or outside of business hours, please contact Amy Garren at amy.garren@aoacs.org.

How will my webinar be promoted?

AOCS will promote your webinar through several channels, including listing on the AOCS website, inclusion in AOCS newsletters and other relevant communications such as *informSmartBrief*, social events and posts on AOCS social channels such as Facebook and LinkedIn, and announcements and mentions on *inform|connect*.

Who can I contact if I still have questions?

Contact Kasey Angeloni at kasey.angeloni@aoacs.org

Best Practices

Prepare Your Presentation

- Make sure your slides or visual aids are professional, engaging, and easy to read. Need help? Watch 'Making Your Presentation Engaging and Memorable' presented by AOCs Member Rick Theiner at <https://youtu.be/omt-xNDHqxE>
- 16:9 slide orientation is recommended but not required.
- Keep Slides Simple. Use a clear and simple design with no more than 6-8 bullet points per slide.
- Use high-quality images, graphs, and charts.
- Make sure all visuals are clearly visible and easy to read.

Test Your Equipment

- Check that your microphone, camera, and internet connection are functioning properly. Test them in the same location and environment where you'll be presenting.
- Rehearsals to familiarize yourself with the webinar platform are optional but encouraged. A rehearsal may be scheduled at <https://my.timetrade.com/book/NSF3H>
- Prepare Your Environment: Make sure your background is clean and professional-looking.

Day of the Webinar

- Join the webinar at least 20-30 minutes early to test your audio and video and familiarize yourself with the platform.
- Connect your laptop to power and plug your computer into a hard internet line with an ethernet cable, if possible. If using Wi-Fi move close to the router.
- Shut down any unnecessary programs, turn off notifications, and mute your phone.
- Have 1-2 pre-prepared questions to begin the Q&A session.
- Prepare 1-2 pre-prepared questions to kick off the Q&A session and engage with your audience.

Resources

- Schedule a planning or brainstorming session with AOCS staff: <https://my.timetrade.com/book/C3PCR>
- Webinar Proposal Form: <https://fs10.formsite.com/AOCS/webinar-proposal/index.html>
- Schedule your webinar: <https://my.timetrade.com/book/4N2G6>
- Schedule a webinar rehearsal: <https://my.timetrade.com/book/NSF3H>

Contacts

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