

WEBINAR

WHAT IS IT?

A Webinar is a web-based seminar.

A seminar but also a conference, a presentation, lecture, workshop transmitted over the Web. A key feature of a Webinar is its interactive element: the ability to give, receive and discuss information, allowing interaction between the presenter and the audience.

It is therefore a type of web conference that allows double direction of information and not just one-way, with limited audience interaction, such as in a Web cast.

THE ADVANTAGES

Webinars are an efficient way to transmit and share information. A great advantage of a Webinar is the interactivity that can be created between the presenter and the audience. The presentation can be made up of PowerPoint slides, a live web session, a sharing of documents (such as Word or Excel documents), or a combination thereof.

People can sit at their computer and view the conference on the web. There is no transportation involved — so Webinars save time and money for traveling for the participants and money for the organizers of the conference, since they can have a wider visibility and access without spending for a big conference room.

Webinars are a perfect vehicle for sharing timely and important information and to train on a variety of topics.

HISTORY

Real-time text chat facilities such as IRC (-Internet Relay Chat- a form of real-time Internet chat or synchronous conferencing) appeared early in the internet's history. Web-based chat and instant messaging (-IM-a form of real-time communication between two or more people based on typed text) software appeared in the mid-1990s. In the late 1990s, the first true web conferencing capability became available and dozens of other web conferencing venues followed thereafter.

As of 2006, the market continued to expand as web conferencing became a more widely accepted alternative to face-to-face meetings requiring travel, and as a richer form of communication than voice-only conferences.

HOW IT WORKS

Web conferencing is used to conduct live meetings or presentations over the Internet. In a web conference, each participant sits at their own computer, and is connected to other participants via the internet. This can be either a downloaded application on each of the attendees' computers or a web-based application where the attendees will simply enter a "URL" or website meeting address to enter the live meeting or conference. These web-based applications are used either with Flash or Java technology. A webinar can be very collaborative and include polling and question & answer sessions to allow full participation between the audience and the presenter. A webinar is 'live' in the sense that information is conveyed according to an agenda, with a starting and ending time. In most cases, the presenter may speak over a standard telephone line, pointing out information being presented on screen, and the audience can respond over their own telephones, preferably a speakerphone.

Typical features of webinars include:

- Slide presentations (often created through PowerPoint)
- Live video (via webcam or digital video camera)
- VoIP (Real time audio communication through the computer via use of headphones and speakers)
- Recording (for viewing at a later time by anyone using a unique web address)
- Whiteboard with annotation (allowing the presenter and/or attendees to highlight or mark items on the slide presentation. Or, simply make notes on a blank whiteboard.)
- Text chat (for live question and answer sessions)

- Polls and surveys (allows the presenter to conduct questions with multiple choice answers directed to the audience)
- Screen sharing/desktop sharing/application sharing (where participants can view anything the presenter currently has shown on their screen. Some screen sharing applications allow for remote desktop control, allowing participants to manipulate the presenters screen, although this is not widely used.)

PRESSENSAVE SERVICES

Pressensave project offer to your project a free of charge possibility to adopt webinar tool for your next conference

Your project conference could be viewed by a wider public without obliging you to organize a bigger event and having a big budget for inviting more participants.

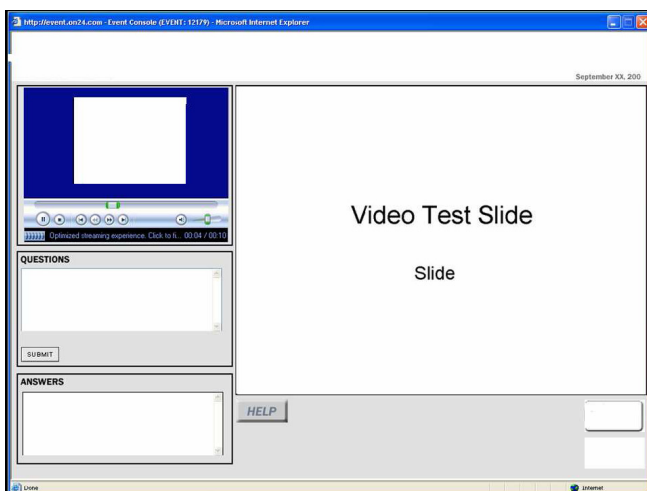
The great advantage is that the public can follow your event directly from his pc while working, without stopping the daily activities, saving money in traveling and getting in contact with the speakers in a friendly way. (Energy could be saved also in this way!)

There will be an interactive presentation by using Power Points and facilitation to access easily to useful documents online. Viewers will have then the possibility to ask questions and receive answers directly online and they will have the feeling of attending the event on place.

Pressensave consortium will offer services to implement the use of the Webinar in all the projects.

The European projects in general organize “Conferences” or “Meetings” especially in the final stage of the activities in order to disseminate their results.

The fact of allowing and facilitating a wider access to your project event can be a considerable advantage to spread out your project results and reach easier your stakeholders.



PRESSENSAVE consortium will select 7 projects to benefit of this opportunity. Webinars, after being broadcasted, will remain on line in PRESSENSAVE website as further repository documents to be reviewed.

Webinars will approximately be organised between July 2008 and June 2009, and

once broadcasted the webinars will be posted online available for future vision.

HOW TO PROCEED

Get in contact with PRESSENSAVE consortia and ask for the opportunities to participate to our initiatives. Fill in our survey-questionnaire to give us more information on your activities and your project. The best 7 projects will be selected for benefiting of the opportunity of having a free-of charge webinar in their future event. It is also possible that more than one consortia can join the same webinar.

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Get this opportunity for your project and contact PRESSENSAVE consortium!