

# IAAPA WEBINAR PLANNING GUIDE

Use this checklist to help guide your webinar planning.

## SELECT YOUR CONTENT

- Identify your target audience. Will this apply to one constituency or could others benefit from the content?
- Choose a specific topic that will inform your target audience.
- Ensure you offer topics that are industry relevant and **most importantly**, educational. Avoid sales pitches.
- Determine course level and desired learning outcomes.
- Find sources of content and/or authority of information.
- Determine the type of presentation, i.e. case study, how-to, panel discussion, single presenter, etc.
- Plan for 30-40 minutes of content.
- Develop a description and working title.



## IDENTIFY YOUR SPEAKER

- Select a credible, well-known industry expert.
- Choose a dynamic speaker to inspire and engage the audience.
- Identify a speaker comfortable using a web-based presentation tool.
- Determine the language in which the webinar will be delivered.
- A panel lineup should not exceed 4 people, including the moderator.
- Assign a moderator to introduce the speaker(s) and facilitate Q&A.

## PICK A DATE AND TIME

- Consider the season so your target audience can attend.
- Take time zones into account.
  - Webinars are best attended between 10 a.m. and 12 p.m. PST (1 p.m. and 3 p.m. EST)
- Plan to broadcast on Tuesday, Wednesday or Thursday.
- Broadcast requires a 90-minute commitment from all speakers and moderator.
- Rehearsal requires a 60-minute commitment from all speakers and moderator.

## PREPARE

- Conduct two visioning sessions with all parties involved (committee member, moderator, speaker, etc.).
  - First session should include content overview.
  - Second session should include review of presentation ahead of the rehearsal.
- Submit the webinar proposal form by the required deadline.
  - Promotion in Funworld requires information be submitted 90-days in advance.
  - Event creation and marketing requires information be submitted at least 60-days in advance.
- Ensure the Powerpoint or other webinar visuals are of good quality, engaging and educational.
- Provide a consolidated presentation ahead of the rehearsal date.
- All speakers and moderator should be equipped with a quiet space, computer, internet connection, headset, and webcam (if applicable) for both the rehearsal and the broadcast.
- Information not submitted timely will result in the webinar being rescheduled.

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Other useful information to assist with your webinar planning.

## TOPICS AND CONTENT

Facility Operations and Safety	Financial Management	Human Resources and Leadership	Marketing and Sales	Revenue Operations
Amusement Ride Design Standards	Accounting Issues	Diversity in the Workplace	Advertising	F&B: Employee Relations
Attractions Development	Budgets and Business Plans	Employee Management	Annual Pass/Memberships/Loyalty Programs	F&B: Expense Management
Emergency Preparedness	Capital Management	Employee Motivation and Retention	Branding	F&B: Revenue Management
Entertainment and Special Events	Cash and Credit Management	Employee Recruitment and Onboarding	Competition Analysis	F&B: Services and Hospitality
Environmental Management	Financial Metrics	Human Resources Legal Issues	Consumer Research	Food Procurement and Menu
Exhibit Education Facility Show Experience	Information Technology Pricing	Interviewing Employees Organizational Development	Crisis Communications Government Relations	Food Safety and Sanitation In House R&D
Guest Services and Hospitality		Public Speaking	Group Sales	Midway Games: Employee Relations
Incident Management and Crisis Communication		Sexual Harassment	Marketing Planning	Midway Games: Expense Management
Introduction to Risk Management			Promotions	Midway Games: Loss Prevention and Safety
Practical Aspects of Attractions Safety			Public Relations and CSR	Midway Games: Procurement
Safety and the Attractions Industry			Social Media	Midway Games: Revenue Management
Safety Culture			Sponsorship	Midway Games: Services and Hospitality
Security Issues			Understanding Feasibility Studies	Retail Employee Relations
Special Populations				Retail Loss Prevention and Safety
Waterparks Operations				Retail Procurement
Zoological Operations				Retail Revenue Management
				Retail Services and Hospitality
				Seasonal Offerings

## WEBINAR TIMELINE



1. Visioning Session #1
2. Speaker Selection
3. Submit Webinar Proposal
4. IAAPA Confirms Dates

1. Prepare Presentation
2. Provide Final Details to IAAPA
3. Marketing Begins
4. Registration Opens

1. Visioning Session #2
2. Marketing Continues (Emails, Funworld, Member Newsletter, Social Media)
3. Submit Presentation
4. Webinar Rehearsal