Information Leaflet AO Webinars

Why does AO organize Webinars?

An AO Webinar offers the unique opportunity to present a relevant "hot" clinical topic live to a worldwide audience which can participate in the Webinar not only by watching the procedure but by asking questions and getting real-time answers. Internationally renowned experts in the field guarantee the high quality of content of every AO Webinar.

What are the key features of the AO Webinars?

An AO Webinar is an interactive live broadcast of a lecture on a predefined topic delivered over the Internet. Registered participants in the Webinar from all over the world have the opportunity to communicate with the Moderator, Presenter, or panel, by submitting written questions and comments to the topic presented. In addition, the Chat Moderator has the opportunity to conduct polls among the participants.
Watch example: http://www.aovideo.ch/published/player.2.aspx?id=100001eem0198

How does the communication with the participants work?

During the webinar the Chat Moderator monitors and manages the submitted questions on a computer in the broadcast room. Based on his/her experience and knowledge of the topic, the co-moderator picks the most relevant questions, and introduces the questions to the Presenter, or additional experts participating in the webinar. The questions may be answered during or after the presentation in a "questions & answers" session.

Where are Live Webinars conducted?

In general, Live Webinars can be broadcasted from any place, provided that the technical requirements are met (eg, minimal bandwidth required). The primary consideration of the location is convenience for the faculty. Time of broadcast is a
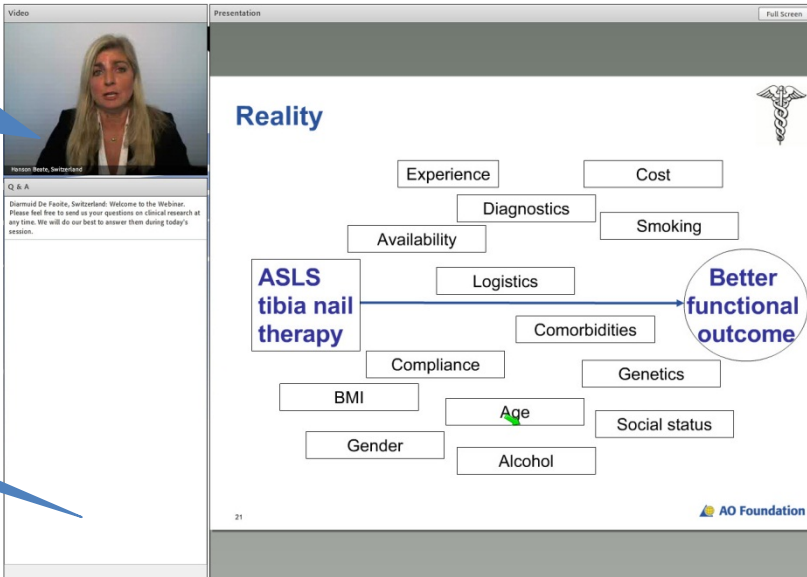
consideration based upon the target audience.

Equipment

Required equipment: 2 computers with web-cam and microphone & speaker for Presenter and Moderator, connected to the Internet.

AO Foundation provides specific browser-based software for the realization of Live Webinars.

Image: AO Webinar user interface

Roles involved and main responsibilities
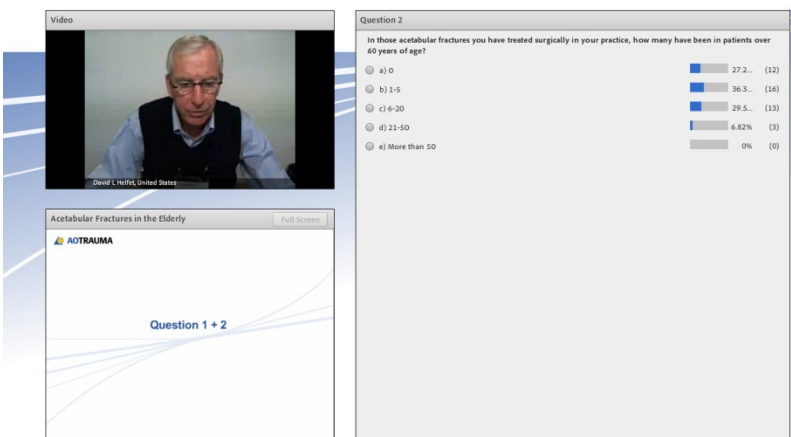
AO Clinical Divisions Education Commissions and a Program Task Forces—decide on the number and topics of the AO Webinars (for every Webinar, the target audience and competencies to be addressed are defined) and invite Presenter for Webinars.

Presenter (faculty member)—is an internationally renowned expert on the defined topic. The Presenter prepares and presents the lecture. He supports the Event Manager in the preparation of the announcement and registration process for the Webinar by providing the necessary information (text and images).

Chat Moderator—is an expert on the defined topic. He moderates the interactive discussion. Presenter and Chat Moderator agree before the Webinar on the timing for asking questions (during the presentation, after the presentation, or a mixture of both).

AO Event Manager—sets up the event on the Clinical Divisions Website and coordinates the announcement and the registration process.

Program Developer AO Education—coordinates the content with the Presenter on behalf of the Program Task Force.

Technical Expert —prepares the technical set-up for the Webinar. He provides on-site support during the test run the day before the live event and during the Webinar.

IT Support (local)—provides local IT support; ensures sufficient bandwidth is available during the rehearsal and the live broadcast.

Workflow

Kick-off Meeting and Briefing. Participants: Event Manager, Presenter, Program Developer, Technical Expert.

2–3 months before Webinar

Creation of Webinar template in collaboration with all involved persons (Lead: Event Manager). Contains the following information:

Venue, date, event objectives, learning outcomes, announcement, video, post offering.

2 months before Webinar

Event Manager prepares announcement and registration based on Webinar template.

Presenter (faculty member) prepares presentation and sends to Program Developer. If additional features are included in the presentation (eg, video clips, animations), these must be sent to the Program Developer as well.

6 weeks before event