

# Seminars and Webinars

## Guideline for Implementation

***Promoting opportunities for interaction, thinking and the adoption of new knowledge across the emergency services sector.***

### ***Purpose***

*This Guideline has been produced to assist with the planning of Bushfire CRC seminars or webinars to June 2014. The guideline is an abridged version of the AFAC and Bushfire CRC 'Professional Development Events Guideline for Implementation', March 2010.*

*The full guideline covers a range of event options from master classes to field studies or knowledge cafes and is available at [www.afac.com.au/events](http://www.afac.com.au/events)*

*The choice of what type of event to run is important. Each has a different purpose and design and the type of event you are planning is an important consideration in achieving your overall objectives.*

## Introduction

The AFAC Knowledge Management approach and strategy “*Thinking Requires Knowledge: An approach to Knowledge Creation*” contributes to Goal 4 of the AFAC Strategic Plan: A culture that nurtures and supports knowledge creation and evidence based decision making. The Strategy was endorsed by the AFAC Council in April 2009

Concurrently, the Bushfire CRC’s Strategy for Research Utilisation (February 2013), identified an approach that combines product development with stakeholder engagement, supported by an underlying philosophy of adult learning.

*Importantly there is strategic alignment between the Bushfire CRC seminar, forums and workshops as research adoption vehicles, and AFAC’s Professional Development Events.*

Seminar and webinars conducted by leading Bushfire CRC researchers will provide opportunities for knowledge sharing, and will deliberately support the adoption of new research from the Bushfire CRC among AFAC member agencies.

The purpose of this Guideline is to assist in the development and implementation of seminars and webinars. In order for these initiatives to be supported, it is important that:

- These events are seen as valuable opportunities to develop awareness and shared understanding
- High quality resources are provided to support the adoption of new knowledge
- Agencies and participants have a clear understanding of the event’s purpose
- Events are implemented consistently and are evaluated
- Events provide good value for money and a sound investment in knowledge transfer and creation

The Bushfire CRC will be winding up in June 2014. Seminars and webinars arising from Bushfire CRC research will be held around the various States and Territories in Australia, and in New Zealand, to maximise opportunities for members to participate

### Event Type - Summary Table

Event Type	Purpose	Design	Participants	Number
<b>Seminar/ Lecture</b>	Imparts new knowledge and thinking. Awareness raising. Expert-led. Provides networking opportunities.	Lecture style format with single, or multiple presentations on a related subject. Limited opportunity for discussion.	Broad audience. Attendance self-directed.	Approx 30 to 200
<b>Webinar</b>	An expert-led, efficient way to impart new knowledge and thinking. Awareness	Lecture style with opportunity to ask questions – ability to	Broad audience. Attendance self-directed.	Up to 50

	raising.	add online chat format post the webinar if required		
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## Seminars

The seminars the Bushfire CRC are developing are proposed to be stand alone, specialised topic seminars of about 45 minutes plus question time. Tailored programs will be developed in consultation with AFAC members per specific requirements, for example, part of a full day workshop with other presenters. Ideas and approaches are usually shared with participants in order for them to gain understanding of the subject, with the ability to interact and ask questions.

### Event Purpose

Seminars aim to impart new knowledge and thinking to participants. Presentations on new research findings, program evaluation or case studies are often the subject of these types of events.

An often unstated purpose is to bring together a range of people who have a similar interest in the subject to allow for informal networking opportunities, or “knowledge networking”. It is often through these more informal exchanges that new knowledge and thinking is embedded across a sector.

### Event Design

Seminars and lectures use a similar format for the presentation of information, with the speakers presenting on a range of related themes or topics.

A structured Q and A session will usually be held at the conclusion, providing participants with some opportunity for interaction with the speakers, however this discussion will be limited.

Presentation materials will be provided to participants and captured for broader dissemination through the Bushfire CRC and AFAC websites

### Participants

Seminars appeal to a broad audience who have an interest in the subject area. Attendance will usually be self-directed. Participants will not always be expert in the subject area, and may range in skills and knowledge from practitioner level to senior managers.

### Numbers

Participant numbers may range from around 30 to 200.

## Webinars

These are online mini-lectures of varying length – usually 30-minutes plus a question time. With demand, it is possible to schedule on line chats post the webinar for participants seeking more detailed information or who were unable to have their question answered during the webinar.

Given the nature of our member organisations – this is an efficient and cost effective way to reach a dispersed and largely volunteer workforce.

Webinars can also be recorded and viewed at times more suitable. However, the ability to interact with the researcher and contribute to group discussion as with a live webinar, will be limited.

## Other considerations

### Venue

Venues for live seminars need to be fit for purpose. Where possible, venues should be close to public transport and/or provide adequate on-site parking. Consideration will also be given to ensure a disabled accessible venue is chosen.

The **Event Checklist** (end of guideline), provides more information in relation to venue selection/requirements.

### Resources

The knowledge management approach is strengthened by the provision of supporting resources, which may include copies of presentations or speaker notes, checklists, fact sheets, or other resources being provided to participants.

The aim is to provide further opportunities for participants to acquire and embed new knowledge and to be able to pass this thinking to others within their agency. Please consider how you will support and facilitate that knowledge transfer in your organisation. In the case of webinars, the Bushfire CRC will post presentation material on line after the event.

### Publicity and Marketing

Assistance will be given by the Bushfire CRC to “host members” to assist them with marketing their event to their internal audience. In addition, the Bushfire CRC will utilise the AFAC website and other AFAC communications as appropriate to promote an event.

### Evaluation and Feedback

Each event will have an accompanying evaluation process. This may include an evaluation form provided to participants at the beginning of the session, a survey, or independent observers. The evaluation will be designed to elicit the type of information that can be used to inform future event design.

### Registrations

Online registration will be used where appropriate to facilitate the management of these events.

### Related Documents:

AFAC Thinking Requires Knowledge: An approach to Knowledge Creation, February 2009  
Bushfire CRC Research Adoption Strategy 2013

## Event proposal and checklist

<b>Proposed date and time</b>	
<b>Host</b> <i>Host agency &amp; contact person</i>	
<b>Event Title</b> <i>This will be used for marketing</i>	
<b>Event Description</b> <i>100 words or less</i>	
<b>Who should attend?</b>	
<b>Event Type</b>	Seminar/Lecture <input type="checkbox"/> Webinar <input type="checkbox"/>
<b>Objectives and Outcomes</b>	
<b>Objectives</b> <i>What do you want to achieve?</i>	
<b>Outcomes</b> <i>e.g. awareness, development of a tool etc.</i>	
<b>Event details</b>	
<b>Expected number of participants</b> <i>Indicate maximum number</i>	
<b>Proposed location(s)</b> <i>State, capital city or regional centre</i>	
<b>Presenter(s)</b>	
<b>Resources required</b>	
<b>Equipment required</b> <i>e.g. IT, audio visual, transport</i>	
<b>Other resources</b> <i>People, stationary</i>	
<b>Catering</b> <i>Morning/Afternoon tea, lunch, etc.</i>	