



Drafting & Submitting Webinar Descriptions

Thank you for your interest in volunteering to present a webinar for TESL Ontario. Throughout the process, our team will be ready to work along with you.

What should you include in your Webinar Description?

- **Title**
 - Can be catchy, to pique interest, or can just clearly explain the content
 - Try to aim for 6 – 10 words, and avoid acronyms

- **Description**
 - The goal is to clearly set out the details and learning outcomes of your presentation
 - Initially, think of 2 or 3 topical questions that the reader might be wondering
 - Draft these questions as the opener, to draw readers in
 - Next elaborate on what the webinar will cover
 - Include a bulleted list of key points to be covered and/or learning outcomes the audience can expect to be included
 - Avoid acronyms, but if they are essential, clarify them

- **Bio** - include
 - Your current employment (position, location, length of time) and any previous related employment you feel is relevant
 - Volunteer experience or specific projects you've been involved in relating to your webinar topic
 - Your volunteer involvement with any TESL Ontario committee, affiliate, or conference

- Any of your social media links you wish to share: Twitter, LinkedIn, blog, or professional website

Where do you send it?

Once you have drafted your description and bio please complete the following online form to submit the information to the TESL Ontario webinar team.

https://teslontario.formstack.com/forms/webinar_proposal_form

What's next?

1. Once your description has been received and reviewed, you will be contacted by a member of our team to schedule a date for your webinar.
2. A member of our team will review your description, make any suggested edits, and email a draft to you, for your review and final approval.
3. Your webinar information will be posted on Tutela and the TESL Ontario website and will be marketed to the TESL Ontario membership.
4. You will be paired with a moderator who will work closely with you until you feel comfortable with the webinar platform. The moderator will provide detailed presenter training, including practice runs on the webinar platform
5. Your moderator will support you during your live webinar; handling technical issues, managing participant questions, and offering any other necessary assistance.
6. Following your webinar, you will receive survey feedback to help you reflect on and learn from the experience.