



## Standard Operating Procedure for Organizing Virtual Pathogen Genomics Webinar Series

### Objective

To guide webinar organisers in planning, executing, and delivering a virtual webinar series on pathogen genomics for students, researchers, and professionals.

This SOP provides a summary of steps that need to be considered by the hosts/planners with some division/delegation of activities and responsibilities to ensure good planning and execution.

### 1. Define Webinar Topics and Target audience:

Collaborate with stakeholders to identify relevant and engaging topics for the two webinar series. Ensure topics align with the interests and needs of the target audience. To do this, a survey can be designed and shared with the target audience e.g. using Survey Monkey.

Define the target audience for each webinar series, including students, researchers, and professionals interested in pathogen genomics. Estimate the number of participants based on host expectations and promotional efforts.

### 2. Set Timeline:

Establish a clear timeline for each webinar series, including key milestones such as topic selection, speaker invitations, registration opening, and event date(s). A database of potential speakers can be compiled and software for aligning possible time zones to decide on the best time for delivery of the webinar can be used e.g., [timeanddate.com \(https://www.timeanddate.com/worldclock/meeting.html\)](https://www.timeanddate.com/worldclock/meeting.html)

### 3. Draft the webinar programme

Elaborate a potential programme table including how long the event will take. Define the time slots for key-note; breaks and further lectures or activities run in the event. This draft will be polished throughout the event planning.

### 4. Develop a Concept Note for the Webinar

Based on webinar topics and the ideal date/time for the webinar, develop a concept note that will be shared with potential guest speakers to provide an overview of the webinar as well as use it to develop the adverts for the webinar.

### 5. Identify Guest Speakers:

Reach out to subject matter experts and invite guest speakers for each webinar. Confirm their availability and secure commitments.

### 6. Determine the platform to be used for the webinar and Plan Webinar Logistics

Based on the expected number of attendees, identify an appropriate platform to host the webinar e.g. [Zoom](#), [Microsoft Teams](#), [WebEx](#), and/or [Gather Town](#). Test run the webinar platform for hosting the events. Ensure the platform supports the expected number of participants. Test the platform's features, including audio, video, and interactive tools.

### 7. Create Event Registration and Promote Webinar:

Set up an online registration platform to collect participant information. Develop a flyer for the webinar and promote the flyer and registration link through various channels, including social media, email, and relevant websites.

### **8. Develop Webinar Content:**

Collaborate with guest speakers to create engaging presentations. Refine the programme draft and define a detailed agenda for the webinar, including speaker introductions, presentations, Q&A sessions, and networking opportunities.

### **9. Conduct a Pre-Seminar practice Run on the selected Platform:**

Schedule a pre-training seminar practice run to check and familiarize all facilitators and hosts/co-hosts on the selected platform for the event. Note any issues and address them ahead of the event. Consider asking all facilitators to share their presentations ahead of the event so that the hosts/co-hosts can act as backups for the presentation sharing if the facilitator should face any technical issues. Also, consider inviting independent participants/resources to help test the platform and provide independent feedback on the pre-seminar test run.

### **10. Interactive Elements and Moderator Roles:**

Emphasize the importance of interactive elements in webinars, such as polls, chat sessions, and breakout rooms, to engage participants effectively. Consider including a section on the role of a moderator during the webinar and sharing roles among the team including moderators to help manage Q&A sessions, technical issues, and audience engagement.

### **11. Technical Support:**

The contact information for technical support should be provided to speakers and participants to get help if they encounter challenges/issues

### **12. Conduct Webinars:**

Host the webinars as scheduled, ensuring all technical aspects are in order. Facilitate Q&A sessions and participant engagement throughout the event.

### **13. Gather Feedback:**

After each webinar, collect feedback from participants to assess the quality and effectiveness of the event. Use feedback to make improvements for future webinars.

### **14. Post-Event Activities:**

Share recorded webinars with participants for those who couldn't attend live. Express gratitude to guest speakers and attendees for their participation. Evaluate the success of the webinar series based on attendance, participant feedback, and host objectives.

### **15. Plan for Future Webinars:**

Based on the outcomes of the first webinar series, plan for future events by refining topics, content, and promotional strategies.

### **16. Document and Archive:**

Maintain detailed records of all aspects of the webinar series for future reference. Archive materials, including presentations, recordings, and participant lists.