

Webinars—Not Just for Computer Geeks Anymore

By Suzanne Lechtman, Education Facilitator, Northwestern Lumber Association

Many NLA members have participated in one or more webinars on topics of interest to retailers in the LBM industry, but several members have not—yet, that is. NLA makes available live and archived webinars produced primarily by the Ohio Construction Supply Association and the Southern Building Materials Association. These are hosted by Turnkey Programming, which provides the actual computer technology that makes the webinar work.

So What's a Webinar?

It is a presentation, lecture, workshop or seminar that is transmitted over the Web. In a live webinar you interact with the speaker. What you see on the screen is a PowerPoint presentation. What you hear over your phone is the speaker, who may be interrupted by participants who have the capability to cut in and ask questions. Typically, questions are invited by the speaker, and sometimes, especially at the end of the webinar, there can be some discussion.

In some cases there are “handouts,” which come as an attachment to an e-mail that Turnkey sends to participants. More on the e-mail below. But for now, if there is an attachment, participants should print it out well in advance of the scheduled webinar time.

Equipment

You need a computer with an internet connection, and you need an e-mail account. In a live webinar, the audio comes over your phone, so the best practice is to use a speaker phone, if possible, so you don't have to hold a handset.

If you want more than one person to be in the webinar, you can gather people around one computer screen, which limits you to a few people. For larger groups, either connect your computer to a TV or an LCD projector. Set the phone on speaker and turn up the volume. You log into the webinar from the laptop. Following the live or archived webinar, you will want to spend a few minutes discussing with the group what they learned, what it means to them, and how it can benefit your business.

An archived webinar has the same content as the live webinar had—exactly the same because, of course, it's not live. The visual content and the audio come through your computer screen and speakers. The downside is that you can't interact with the speaker or other participants. The upside is that you have access at any time for a whole week, and you can have as many people as you wish view the webinar as often as you wish.

The E-mail

Once you register for a webinar, live or archived, Turnkey Programming sends you an e-mail. A sample appears below. Thirty minutes to one hour ahead of the scheduled webinar time, click on the link in the e-mail, because your computer needs certain software to run the webinar. It takes about one second for this to install on your computer. However, if there is a problem, you will have time to resolve it. Also, print any attachment in advance. The e-mail will also contain a conference code number, a meeting ID, a teleconference phone number, a phone number to call in case you have problems getting into the webinar, and step-by-step instructions for logging and calling in. Another reminder e-mail, with the same content, will be sent the morning of the scheduled webinar.

If you log on early, you may see a “wait screen,” which shows a voice and video window (see sample below). Ignore it. When you get closer to the scheduled time, Turnkey will put up a title page, with the date, time, and some codes and instructions you already have. The title page also includes instructions how to unmute and remute your phone. A sample title page follows.

At the scheduled time, someone from the sponsoring association will welcome you and introduce the speaker. At that time, they will also mute all the participants' phones. This keeps the background noise at a minimum. The speaker will begin, and the title page goes away, followed by the content slides.

When you have a question, you unmute your phone, ask, then remute your phone. There is usually a time for questions and/or discussion at the end.

Available Archives

Archived webinars are available for one week for a fee of \$149.00, with exceptions noted below. Please contact Suzanne Lechtman at (800) 469-8744, (763) 595-4050, or slechtman@nlassn.org, when you are ready to view an archive. When you register for an archive, Turnkey activates that archive for the e-mail address you provide. They then send an e-mail with a link to the archive, which works for one week.

Title	Speaker	Date of Live Webinar
Combustible Dust: Not Just a Grain Elevator Hazard!	Bill Adams	November 17, 2009
As Long As There Is Competition	John Cortright	November 5, 2009
Welcome to Lawyerland! How to Navigate the Court System	Annie Catmull	October 22, 2009
Energy Star Qualified Homes	Sam Rashkin	September 22, 2009
Forest Stewardship Council—the Cost, the Chain of Custody, the Benefits—What Dealers Need to Know	John Wagner	July 21, 2009
Selling to the “Green” Commercial Builder	Steve Monroe	June 23, 2009
Navigating Bankruptcy: Protecting Yourself When a Customer Files for Bankruptcy	Annie Catmull	June 4, 2009
New Business Opportunities!	Jon Davis	April 23, 2009
Survival First—Prosperity Later	Jon Davis	March 26, 2009
How to Make a Profit in Spite of Industry Conditions	Bill Lee	March 3, 2009
The Economic and Housing Outlook for 2009 (due to longer length, cost is \$179.00)	Dr. Ed Seifried	February 23, 2009
Yard Foreman Excellence, in 2 parts for \$219.00	Jim Enter	January 15 and February 12, 2009
Branding...The Modern Day Gold Rush	Tom Laughon	January 13, 2009
How to Make a Profit in a Down Market	Chris Rader	December 16, 2008
When OSHA Comes Calling	Deborah Hayden	December 9, 2008
Sales Strategies For Success in a Down Market, in 2 parts for \$219.00	Bob Janet	November 13 and December 2, 2008
What are the Latest Green Building Standards?	John Wagner	November 18, 2008
The U.S. Economy After the Bailout: The Road to Recovery	Dr. Ed Seifried	November 12, 2008
Keeping It In the Family	Terrance Resnick	October 29, 2008
Keys to Boosting Your Commercial Sales	Ted Garrison	October 28, 2008
Improving and Protecting Your Accounts Receivables	James Vann	October 9, 2008
Green Building: Trend or Transformation?	John Wagner	September 25, 2008

Updated December 9, 2009

Sample Webinar Reminder Email

From: tadcock [mailto:tadcock@turnkeyprogramming.com]

Sent: Wednesday, December 02, 2009 8:54 AM

To: slechtman@nlassn.org

Subject: WEBINAR REMINDER: Mechanics Lien (North Carolina) December 2, 2009 3:00PM EST

REMINDER - Thank you for Registering for a Webinar.

Title: Mechanics Lien

Date: Wednesday, December 2, 2009

Time: 3:00 - 4:00 PM (Eastern Time)

Speaker: James Vann

Duration: 1 Hour (Presentation and Q&A)

NOTE: The Archive Link for this presentation is only available for viewing one week after it has been emailed.

Optional - Please print out the attachment(s) prior to the Webinar (If included).

Please click on the link below to install Microsoft Live Meeting Client on the computer you will be viewing the Webinar on. This needs to be installed prior to the meeting due to download taking a few minutes to install on your computer. Please call 866-420-8227 for any questions or help with the installation process.

LINKS:

[Please Click HERE to Join in on the Webinar.](#)

OR copy and paste this link: <https://www.livemeeting.com/cc/turnkey/join?id=120209&role=attend&pw=120209>

Please join the meeting **30 minutes to 1 hour** before Session to ensure connectivity.

Enter information under whom is registered for the Webinar.

STEP 1: Log into the meeting

STEP 2: Call the teleconference number **(1.480.383.1381)**

STEP 3: Enter **Conference Code: 8283184#**

MEETING ID: 120209

ENTRY CODE: 120209

Call The number Below at: 2:45 PM Eastern Time

Teleconference #: 1.480.383.1381

Conference Code: 8283184#

For Assistance Call: 866.420.8227

Please tell us your Meeting ID# (120209)

Tab A. Adcock, Jr.

(Customer Support)

Turnkey Programming, LLC.

541 Long Shoals Rd. Suite B

Arden, N.C. 28704

Phone: 866.420.8227

Fax: 866.420.8228

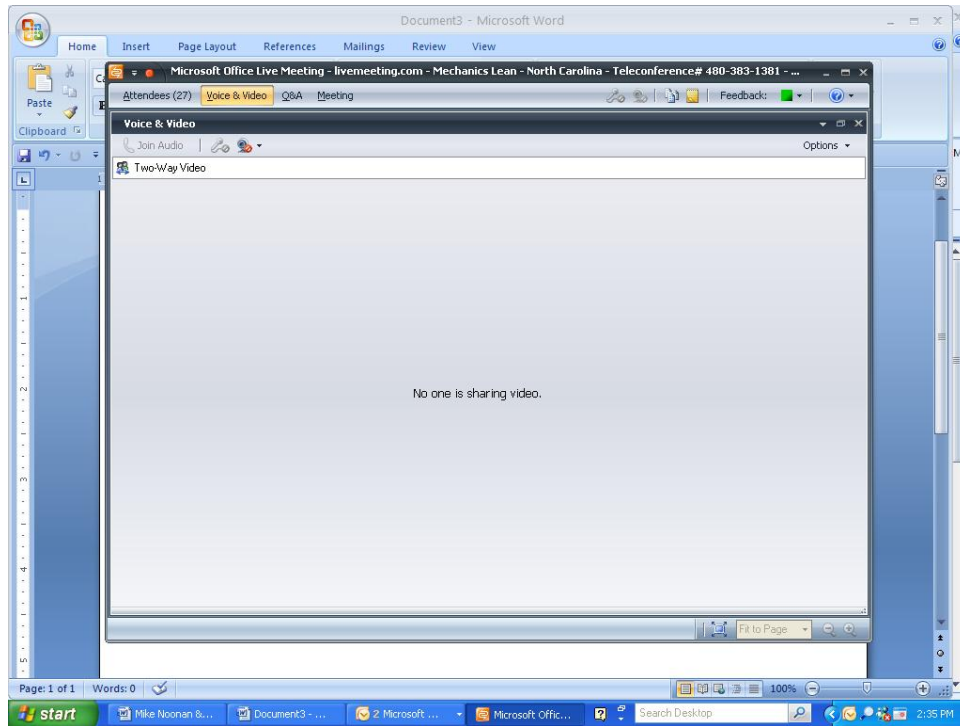
Confirms the webinar title, speaker, date, time, and duration.

Connect to webinar – click on link and follow prompts.

Instructions to phone into conference call.

Call if problems.

Sample Wait Screen



Sample Webinar Title Page

Mechanics Lien (North Carolina)

Date: December 2, 2009

Time: 3:00PM EST

Please **call** the following number at **2:50 PM EST**:

1.480.383.1381 Code: 8283184#

In order to keep the background noise level down, your phones have automatically been placed on Mute.

Dial #6 to **unmute** phone - Dial *6 to **remute** phone

This Webinar is brought to you by the following associations:

