AIDS.gov

GUIDE TO USING NEW MEDIA TOOLS IN RESPONSE TO HIV/AIDS

WEBCASTS, WEBINARS, & WEB CONFERENCES

What are webcasts, webinars, and web conferences?

A webcast is a way of broadcasting over the Internet. A webcast may either be distributed live or recorded, and may be one-way or conversational. You can participate from your own computer, and often can interact by phone or online through the webcasting program.

A webinar is a specific type of web conference. It is typically one-way, from the speaker to the audience. A webinar can be very collaborative and include polling and question and answer sessions. In some cases, the presenter may speak over a standard telephone line, pointing out information being presented on screen and the audience can respond over their own telephones.

Web conferences are used to conduct live meetings or presentations over the Internet. In a web conference, you can sit at your own computer and can connect to other participants via the Internet.

All of the above can be recorded so people who were not able to attend at the scheduled time can watch the presentation or training at their convenience. A few of the many vendors for webcast, web conference, and webinar programs include WebEx ▣, GoTo Webinar ▣, and ReadyTalk ▣.

Webcasts, webinars, and web conferences in response to HIV

- Host meetings with colleagues in the HIV community from across the country and around the world.
- Share information and conduct trainings about HIV-related topics.
- Create an archive of HIV presentations and trainings.

Examples from the field

- Act Against AIDS Press Conference Webcast: www.cdc.gov/hiv/aaa/video.htm
- AIDS.gov Webinar on Underserved Communities and New Media Use: tinyurl.com/59awba ▣
- The TARGET Center's Webcasts: www.careacttarget.org/webcasts.asp ▣

Where can I learn more about webcasts, webinars, and web conferences?

- Techsoup's "10 Steps for Planning a Successful Webinar" , "Tips for Conducting a Successful Webinar" , "Go Green with Virtual Meetings and Web Conferencing" : www.techsoup.org/learningcenter ▣
- Idealware's "A Few Good Online Conferencing Tools": www.idealware.org/articles/few-good-online-conferencing-tools-0 ▣
- AIDS.gov's "The Conference Comes to You: Webcasts, Web Conferences, and Webinars": blog.aids.gov/2009/08/the-conference-comes-to-you-webcasts-web-conferences-and-webinars.html ▣

Thinking about using webcasts, webinars, and web conferences?

- Check out "Understanding Your Audiences" at AIDS.gov to help decide if webcasts, webinars, and web conferences are appropriate ways to reach your target audience(s).

▣ Exit Disclaimer: Links marked with this image are non-government websites