IN-CJ Webinar Planning

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Planning a webinar suited to an international audience of criminal justice practitioners, particularly one that can be produced using online teleconferencing platforms, requires careful consideration at various stages: development, production, and distribution. Here's a structured approach to ensure the webinar is effective, engaging, and relevant to your target audience:

2   Development Phase

For the development and planning phase of a webinar tailored to the International Network for Criminal Justice (IN-CJ) community, it's crucial to align the task and checklist with the network's mission and objectives. This involves a strategic approach to defining the webinar's purpose, ensuring content relevance, and aligning with the overarching goals of the IN-CJ project.

3   Define Objective and Align with IN-CJ Mission

Checklist for Development and Planning Phase:

3.1   Understand IN-CJ's Mission and Goals

- Review IN-CJ's stated purpose, focus areas, and key objectives.
- Align the webinar's theme with these goals to ensure relevance and value to the network.

3.2   Define the Webinar Objective

- Clearly state what the webinar intends to achieve. This could be educating on a specific aspect of criminal justice, discussing policy changes, or exploring new research findings.
- Ensure that the objective is specific, measurable, achievable, relevant, and time-bound (SMART).
- Ensure the content is relevant to professionals, academics, campaigners, and other stakeholders in the criminal justice field.

3.3   Identify Target Audience

- Determine the specific segments within the IN-CJ network that the webinar will cater to, such as practitioners, policymakers, academics, or a combination thereof.
- Tailor the content to meet the needs and interests of these segments.

3.4 Content Development

- Curate content that is both informative and engaging, ensuring it reflects the latest trends, research, and practices in criminal justice.
- Include case studies or examples that are relevant to the diverse geographical and professional backgrounds within the IN-CJ network.

3.5 Speaker Selection

- Choose speakers who are not only experts in their field but also align with the values and mission of IN-CJ.
- Ensure speakers bring diverse perspectives and can engage an international audience.

3.6 Interactive Elements:

- Plan for interactive segments like Q&A sessions, polls, and breakout discussions to foster engagement and networking within the IN-CJ community.
- Consider incorporating interactive tools available on the chosen teleconferencing platform.

3.7 Logistical Planning

- Select a date and time considering the international nature of the audience.
- Choose a reliable online platform that supports various features needed for a successful webinar (e.g., screen sharing, recording, interactive tools).

3.8 Promotion Strategy

- Develop a plan to promote the webinar within the IN-CJ network and beyond.
- Utilise IN-CJ's communication channels like newsletters, social media, and official website for promotion.

3.9 Feedback Mechanism

- Plan for a post-webinar survey or feedback form to gather insights from participants, which can guide future webinar topics and formats.

3.10 Documentation and Follow-Up

- Ensure that the webinar is recorded for those who cannot attend live.
- Plan for post-webinar communication, such as sharing the recording, additional resources, and a summary of key takeaways.

3.11 Ensuring Relevance to IN-CJ

- Each step in the checklist should be cross-checked to ensure it directly contributes to the mission and objectives of IN-CJ.

- The content and discussions should be aimed at advancing the understanding, practice, and development of criminal justice globally, in line with IN-CJ's vision.

By following this checklist, you can ensure that the webinar not only aligns with the IN-CJ network's goals but also adds substantial value to its members. This approach reinforces the network's mission and contributes to the broader discourse in the field of criminal justice.

3.12 Research and Content Development

- Conduct thorough research to ensure content is current, accurate, and globally relevant.

- Develop a structured agenda covering key topics, including time for Q&A sessions.

- Consider involving experts as speakers to enhance credibility.

3.13 Audience Analysis

- Understand the demographic and professional backgrounds of your audience.

- Tailor the content to suit various levels of expertise and international perspectives.

3.14 Planning Logistics

- Choose a suitable online teleconferencing platform that supports a large, international audience and has features like chat, Q&A, and polling.

- Decide on a date and time that accommodates different time sones as much as possible.

4 Production Phase

4.1 Technical Setup

- Ensure a stable internet connection and a backup plan in case of technical issues.

- Perform a test run to check audio, video, and interactive features.

4.2 Speaker Preparation

- Brief speakers on the audience profile and webinar objectives.

- Conduct rehearsals to ensure smooth delivery and timing.

4.3 Building Trust and Engagement

- Start with a brief introduction of the speakers and their credentials to establish trust.
- Encourage interaction through Q&A sessions, polls, and discussions.
- Provide real-life case studies or examples to enhance relatability.

5 Distribution Phase

5.1 Promoting the Webinar

- Utilise social media, email newsletters, and professional networks for promotion.
- Partner with academic institutions, legal forums, and relevant organisations for wider outreach.

5.2 Accessibility

- Offer language translations or subtitles if necessary.
- Make the webinar accessible on different devices.

5.3 Post-Event Engagement

- Share a recording of the webinar for those who could not attend live.
- Provide additional resources or reading materials related to the webinar topics.
- Follow-up with a survey to gather feedback and suggestions for future events.

6 Editorial Decisions and Relevance

- Editorial decisions should be made by a team comprising subject matter experts and communications professionals.
- Regularly review feedback from previous webinars to refine content and presentation styles.
- Ensure that the content aligns with the latest developments in the field of criminal justice and addresses current challenges and trends.

In summary, the success of your webinar lies in meticulous planning, understanding your audience, leveraging technology effectively, and maintaining a dynamic and interactive format. By following these stages and focusing on trust, engagement, and relevance, you can create a

valuable and impactful experience for your international audience of criminal justice professionals and stakeholders.

7   IN-CJ Webinar Planning Checklist

IN-CJ Webinar Planning Checklist			
Event Title			
Guest Names			
Guest Contact Details			
Topic Area			
Background Information			
Webinar Structure			
Technical Requirements			
Legal and Ethical Considerations			
Post-Event Requirements			
Publication and Distribution Plan			
Facilitator			
Researcher			
Producer			
Recording Date		**Venue**	
Editing Date		**Mixing**	
Posting Date		**Platform**	