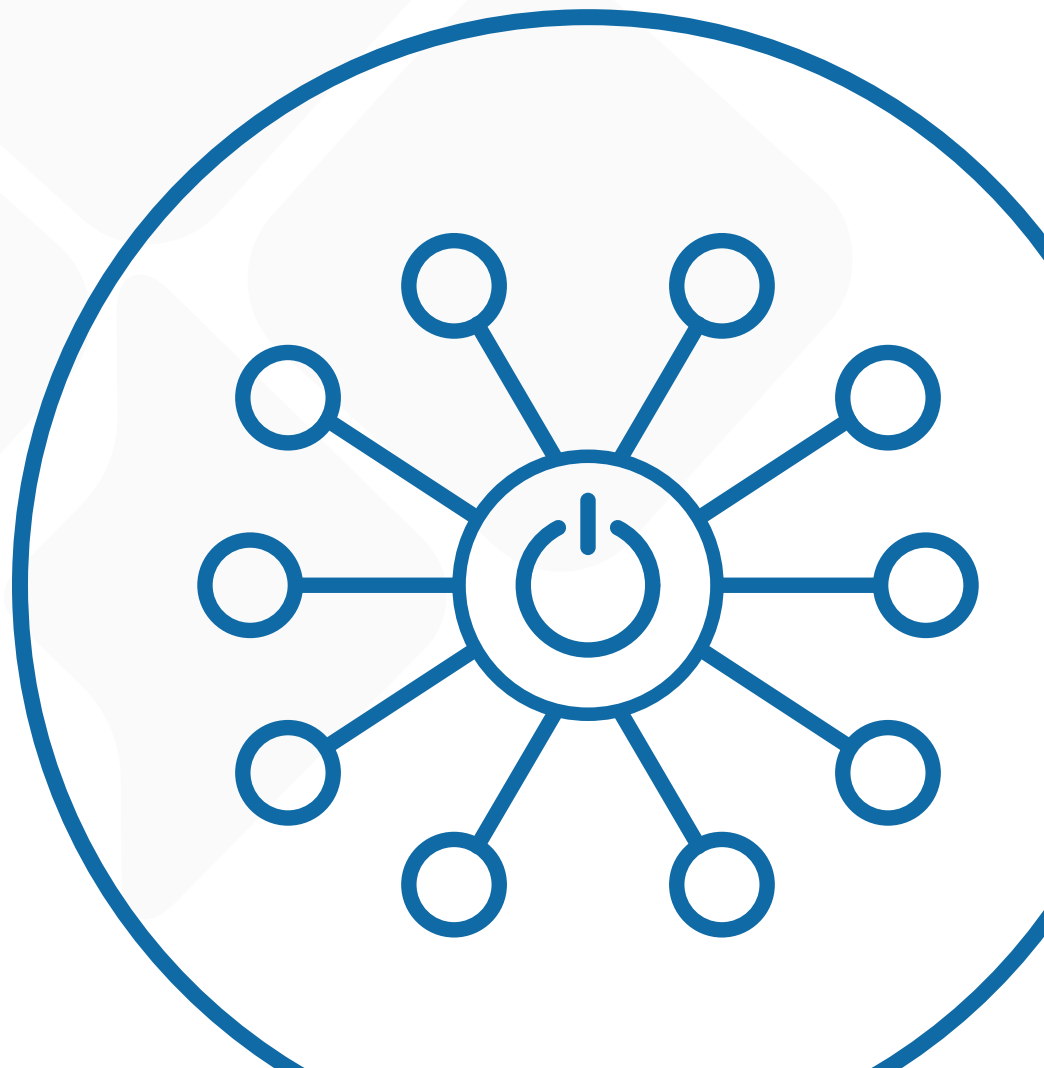# THE BOB PIKE GROUP

Engineer Curiosity

Virtual Training & E-Learning —

The Role of a Web Producer

& Why Every Webinar Needs One

What is a Web Producer?

As a training facilitator, there are many pieces of a training session to juggle—the content, technology blips, and keeping participants engaged. Virtual classrooms can feel overwhelming, and any small distraction can derail the training and throw the facilitator off. This is where the producer steps in!

As the facilitator's co-pilot, the producer provides an extra set of hands to help with technicalities, answer questions, solve issues, record the session, work one-on-one with participants, upload files, send out files, and so much more.

Where Do I Find a Web Producer?

Many organizations do not have dedicated roles for webinar production. When that's the case, you might:

- Swap producing duties with another trainer (that person produces for you, and you produce for that person)

- Ramp up a non-trainer on your team who is comfortable learning a new platform and helping in the background

- Outsource producing to independent contractors who specialize in your platform (generally starting at $40/hour for someone with experience)

- Propose to management to revise an existing role to formally include producing duties, even if only a small percentage of time

Your job is hard enough—don't let technology get in the way!

DRIVE: 5 Roles of a Web Producer

D — Details:

The producer helps reiterate training content in the chat box. They reinforce things like page numbers or where to look for specific details in course handouts as the facilitator speaks.

R — Recommend:

The producer recommends links where handouts are located or show participants how to solve simple tech issues throughout the session. This can be done by messaging participants privately to avoid distractions in the main webinar chat window or video stream.

I — Instruct:

The producer encourages and shows participants how to use the webinar technology such as white boards and annotation tools. For instance, they can type in the first response into a whiteboard to get participants' creativity flowing.

V — Virtual Platform Expert:

A producer makes sure the technology is set! They will communicate with the facilitator ahead of time to test the webcam/audio/etc. On the participant side, they can call or email any attendees who are late and check on sign-in or tech issues.

E — Engage:

Producers aid the facilitator in keeping participants engaged! They partner with participants by going into breakout rooms and add extra ideas to whiteboard.

Having a web producer is a big help, even if for no other reason than to help reduce stress for the facilitator so they can focus on the content!

Sample Producer Checklist

You'll customize the producer checklist to meet your needs. Here's a sample we use at The Bob Pike Group:

Webinar Producer Checklist

Webinar producers cover tasks, technical checks and participant assistance so the presenter can focus on content without being distracted.

Before a Webinar

Plan with Facilitator

- ☐ Define who's in charge of which tasks
- ☐ Review flow of training
- ☐ Discuss any changes to the plan

Technology Check

- ☐ Computer
- ☐ Video
- ☐ Audio
- ☐ Internet

Platform Check

- ☐ Connection information
- ☐ Permissions

Resources

- ☐ Producer notes*
- ☐ Participant list
- ☐ Workbook or Handout

Must Haves

- ☐ Reliable power, internet (ethernet better than wifi), audio connections (backup headset)
- ☐ Clear understanding of learning outcomes and goals

During a Webinar

Hosting Meeting

- ☐ Session open at least 20 minutes early
- ☐ Host, presenter roles assigned
- ☐ Layout screen, pods
- ☐ Have presentation, deck, materials loaded
- ☐ Record (as needed)

Manage Participants

- ☐ Admit registered attendees
- ☐ Help participants connect to audio and video
- ☐ Troubleshoot device, browser, connectivity issues
- ☐ Confirm participants received resources
- ☐ Contact missing attendees

Must Do

- ☐ Mute attendees upon entry
- ☐ Assist facilitator in greeting participants as they join
- ☐ Inform participants of producer's role

Provide Supplemental Info

- ☐ Post or reinforce information in chat area like:
  - Activity directions
  - Handout answers
  - Link and resources
- ☐ Answer or advance questions to the facilitator
- ☐ Take screenshots of activities for follow up

After a Webinar

Debrief with Facilitator

- ☐ CRC – Commend, Recommend, Commend
- ☐ Discuss issues that arose

Follow-up info

- ☐ Email recording, information, and/or screenshots from the training to every participant
- ☐ Invite feedback via a survey link

Prepare for Subsequent Sessions

- ☐ Adjust flow, timing, or activities as needed
- ☐ Update deck or materials as needed

* Producer notes are your cheat sheets. They include connection and login information, FAQs, important links, timing and flow, a deck printout to follow along, fill-in-the-blank answers, or whatever you'll need quick access to during the webinar.)

Why Every Facilitator Needs a Web Producer

- The producer prevents the facilitator from getting bogged down in technology or other issues that distracts from the core of the course content.

- It can be easy for the facilitator to default to dull lecture if a producer isn't around to assist!

- A stressed facilitator may think one thing but say another, answer participant questions too quickly, or rush through content without a producer on hand.

- Avoid wasting participants' time by forcing them to wait for the technology to work, wait for attendance to be taken, etc. if the producer isn't there to step in.

- It can be easy for participants to miss the main point of the course content if the facilitator is focusing on the technology blips versus the main course takeaways.

- The facilitator may leave out engaging activities that are more technologically complex if a producer is not present for IT support.

- A distracted facilitator will not be able to adequately provide feedback to participants if they are not "listening" to their questions, comments, or activity.

- Facilitators can lose credibility if issues or awkward moments are present in a webinar.
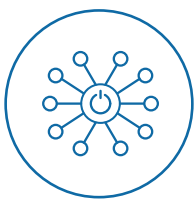
Call or visit The Bob Pike Group's one-stop-shop for everything virtual training and grab other tips you can use in your next virtual training session.

Call **800-383-9210** for more information, or visit **bobpikegroup.com/virtual-training-and-e-learning**