



## Council Programming with PPP Virtual Seminars

### What is a Virtual Seminar?

A virtual seminar is similar to a large conference call with online visuals. Participants access a website for the live seminar, with audio coming through the same website or an optional phone line connection. A link to conference materials is provided. This technology offers you the convenience of remaining in your office and the ability to share information with a large group when your council hosts a virtual seminar site.

When you host a virtual seminar, your registration fee includes one audio connection, one Internet connection, one set of the materials to copy for those attending the session, and one CD-ROM of the presentation (includes the audio and visuals from the program) which can be viewed repeatedly. If you do not host the live broadcast of the seminar, you may purchase programs on CD.

### Technical Requirements for Partnership Virtual Seminars

All virtual seminar viewers must have the Macromedia Flash software. A browser test is located at the site: [www.ec.commpartners.com](http://www.ec.commpartners.com). The Macromedia Flash software is a free download available at the following site: [www.flash.com](http://www.flash.com). From the gray tool bar at the top of the site, click on "Downloads." Scroll down to locate and install free Macromedia Flash player. The ideal user environment for Partnership virtual seminars is a Windows PC with Internet Explorer web browser. If participants must utilize a Mac during the web meeting, it is recommended that they utilize Safari web browser. Use of Firefox/Mozilla is not recommended. If you need additional technical assistance please contact Member services at 1-877-488-2666 or e-mail [ppp@commpartners.com](mailto:ppp@commpartners.com).

### Programming Tips

Here are some ideas for getting the most ROI from the virtual seminar hosting experience:

#### Live Programs

- Offer a discounted registration fee for members who sign up in advance to attend all six live Virtual Seminar programs. Or, waive the registration fee for the last program to those who sign up for all six.
- Invite prospects or members of sister organizations to attend a live Virtual Seminar, as guests of council members or for a reduced nonmember registration fee.
- Partner with a local community foundation or other nonprofit umbrella group to offer a Virtual Seminar as part of a program of gift planning training for smaller organizations.
- Form a panel of local experts on the topic of the Virtual Seminar and conduct a live Q&A session at the end of the presentation.

- Collect questions on the topic of the Virtual Seminar from your members before the broadcast, so that your site coordinator can submit these queries to the presenter during Q&A breaks. You can also submit queries directly to the presenter in advance, by forwarding them to PPP Director of Operations Barbara Yeager at [byeager@pppnet.org](mailto:byeager@pppnet.org)
- Add Virtual Seminars to your regular council programming as a “brown bag series,” and invite attendees to bring their lunch and eat during the Virtual Seminars.
- In conjunction with the November Virtual Seminar, conduct a demographic survey of your council members or local nonprofit community and compare the results to the findings of PPP’s Gift Planner Profile survey.

### **Recorded Programs**

- Place Virtual Seminar CDs in a library so that your members can check them out to view at their convenience. (We recommend that to encourage attendance at live seminars, you consider delaying the availability of the current year’s recordings.)
- Use a recorded Virtual Seminar program in case of a last-minute speaker cancellation.
- Make recorded programs available to prospects or members of sister organizations, perhaps in trade for services to your members, or for a small fee.
- Use recorded Virtual Seminars as resource material for a mentoring program, to focus regular contact between mentors and mentees.
- Schedule a recorded session at the end of the work day and host a social hour or sponsored reception after the program.

If you have other great ideas for programming the PPP Virtual Seminars, please post them to the council presidents’ listserv at [ppp-pres-l@iupui.edu](mailto:ppp-pres-l@iupui.edu).