

Hosting a Webinar Event



On January 11, 2012, ASAC will be hosting another Webinar, and we want to make it an event with which all our interested members can become involved. And ***INVOLVE THEIR CLIENTS!***

Hosting a Webinar event does not have to be a lot of work, but it will require some preparation.

Where

The first thing you need to determine is approximately how many clients or other guests will be attending and then find a place to accommodate them. It may be that you have a conference room that can accommodate 8 or 10 or even a couple dozen people. That would be an ideal, if it exists. In any case, it needs to be a place that has comfortable seats (they're going to be sitting for up to 2 hours!). Tables for a 'classroom' setting should seriously be considered so people have a surface on which to write. And, you're going to need a high speed Internet connection.

If you don't have a room large enough to handle your audience, check around locally for a motel or restaurant that has a meeting room you can rent. (Hint: If you get enough people to attend and purchase food and refreshments from the restaurant, they *may* provide the room to you free of charge!) But for sure they are going to have to have high speed wifi service.

Food and Refreshments

This Webinar will begin at 2 p.m. CST and run for 2 hours including time for Q & A. So that means you have some options for food and refreshments, depending on your local time zone. For Eastern and Central time zones, you may want to consider having some light refreshments and snacks just prior to the program getting underway. If that is the case, you'll want everyone to arrive at least 30 minutes prior so all can be fed and seated when the Webinar gets underway. If you are in the Mountain or Pacific time zones, you may want to rethink a bit and perhaps have some heavy finger foods available when your guests arrive and have some other refreshments ready when the Webinar ends.

Invitations

The ASAC office will be preparing and distributing a basic fact sheet about the Webinar topic, the presenter, and a brief description of how the event will unfold. We encourage you to send this information to all you want to invite. Make sure you include information regarding when they should arrive, where your Webinar will take place (special room at a restaurant or local hotel, etc.), the fact that food and beverages will be provided, and when the event will wrap up. If you are offering more of a meal, let them know that as well and adjust your timing accordingly.

Be sure you give your guests ample time to respond, but for sure provide a deadline for registering to attend. And let them know there is no charge for this information and you are doing this for select clients and guests only.

Handouts

For sure have pens (with your company name, phone and e-mail address) available for everyone. Note pads will also be very useful so they will all have something for note-taking. If you want to have any other 'gifts' like imprinted coffee mugs, soda can wraps, desk calendars, etc., be sure you order them well in advance. You can either hand these items to your guests when they arrive, or you can have them at each seating place. And make sure you have any literature that explains your business and services.

Getting Technical

This is where you may need some outside assistance.

If it's just going to be you and a couple of clients, you can likely do the Webinar with everyone gathered around your desk. However, if you have more than 4 or 5 guests, you're likely going to want to project the Webinar onto a larger screen for all to see. That being the case, you will need a laptop with high speed wifi capability, a projector, and possibly some kind of sound amplification system. Whether or not you need a projection screen will depend on the room...light colored, painted walls can suffice just fine for a screen and you would not need to rent one.

ASAC uses GoToWebinar[®] as its service provider for the Webinar. This means you will receive simplified instructions on how to sign into the Webinar. If you are not comfortable using the computer and don't want to be embarrassed about not being able to make the right connections, you will likely need some outside assistance. This could be one of your own children or grandchildren. If you can't find someone from the family or among friends, check a local school and talk with whomever is teaching the computer classes.

Really, though, it should just be a matter of signing onto the site you will be given at the specific time, and you should be set. We'll prepare some basic tutorials for ASAC members prior to the Webinars.

Asking Questions

It will be helpful to submit in advance any particular questions you or your guests have, or points you want presented to cover during the Webinar. Joe Kluender, who will be doing the January 16 Webinar, would really like to know specific points you may want to have him discuss during the Webinar. The same is true with other presenters for other Webinars.

This can be a great way to involve your guests. And there will be a means for you to submit questions while the Webinar is underway.

The Webinar can be a great way to let your clients and guests know they are important to you and you want to share this information with them. And it's a great way to bring a group together for part of a day so they can learn and network, all courtesy of your business.

Dealing with the Complexity of Family and Business Relationships that Exist on Family Farms

A special Webinar sponsored by the American Society of Agricultural Consultants.

Wednesday, January 11, 2:00 p.m. - 4:00 p.m., Central Time Zone

Presented by Joe Kluender, Founder of Farm Family Dynamics



Farm Family Dynamics LLC was founded in 2011 by Joe Kluender. Joe grew up on a family farm in southern Minnesota, eventually becoming the third generation farm owner. During the twenty-five years that Joe operated the farm, Joe developed an intimate relationship with the land and an understanding of the emotional issues surrounding family farms. He developed his expertise in farm family dynamics by earning a certificate in Family Business Advising from the Family Firm Institute in London, England in 2009. Prior to forming Farm Family Dynamics, LLC, Joe was an agricultural business consultant for nine years at LarsonAllen, LLP.

Farm Family Dynamics specializes in facilitating estate plans and exit strategies for retiring farmers, farm transition plans, farm family business organization and strategic planning.

“My role is to facilitate the development of a plan to address the natural changes by a family farm. A plan provides an orderly process that provides clarity and relieves the stress to the farm family. As an independent consultant, I wear the “farm hat” and sell no products. I work for the family farm.” - Joe Kluender

Webinar Participation Fees

ASAC Members -- \$45 per individual

Non-ASAC Members -- \$90 per individual

ASAC Member Group Site Fee -- \$200 per site