



Excellence in **the New Normal**

2010 APICS International Conference & Expo

October 18-20, 2010 • Las Vegas, Nevada, USA

Webinars for the Clueless

Chester H. Frame, CPIM, CSCP

2010 Six Pack, APICS Terra Grande District

Principal, Border Business Consultants

Best Practices for Global Supply Chain
and Operations Management



Really Great Webinars

- Agenda
 - Introduction
 - Business Plan
 - Content
 - Schedule
 - Technology
 - Wrap Up and Questions



Excellence in **the New Normal**

Best Practices for Global Supply Chain and Operations Management



Introduction

- A **webinar** is a specific type of web conference. It has typically been one-way, from the speaker to the audience with limited audience interaction.
- A **webinar** can be collaborative and include polling and question & answer sessions to allow full participation between the audience and the presenter. [Source - Wikipedia](#)



Excellence in **the New Normal**

Best Practices for Global Supply Chain and Operations Management



Business Plan

- Cool idea to grow the business
- Expansion of the current market
- Penetration of New Markets
- World domination!
- Cannibalization of old markets
- Ego Driven or Market Driven
- Cost – Support – Benefit



Excellence in **the New Normal**

Best Practices for Global Supply Chain and Operations Management



Content

CONTENT

CONTENT!



CONTENT?

CONTENT



Excellence in **the New Normal**

Best Practices for Global Supply Chain and Operations Management

Copyright it!

- An idea in tangible form, such as a computer file, allows the copyright holder to enforce his or her exclusive rights.
- Registration isn't required in the U.S. or Canada
- Don't Copyright what isn't yours.
- The deal is



Excellence in **the New Normal**

Best Practices for Global Supply Chain and Operations Management



Advertise in New Places

- Cheers and PDM's
- Google Ads – Put it in the Business Plan
- www.apics.org
- Linked In
- Twitter – Facebook
- Others?
- Yes, you can put it in your newsletter, but how many people read it anyway!



Excellence in **the New Normal**

Best Practices for Global Supply Chain and Operations Management



Schedule

- Synchronous - happening, existing, or arising at precisely the same time
- Asynchronous - not occurring at the same time
- Synchronous training
- Asynchronous training



Excellence in **the New Normal**

Best Practices for Global Supply Chain and Operations Management



Technology

- High Speed Internet
- VOIP
- Telcom
- Two computers
- Quiet Space
- Skype approved headset
- A Great Presenter and a **Greater Helper**



Excellence in **the New Normal**

Best Practices for Global Supply Chain and Operations Management



Choose a provider

- Look at the package
 - Go to Webinar – starts at \$99/month or \$948/year
 - Go to Meeting – limited to 15 people for \$49/month
 - Go to Training – limited to 200 people starts at \$149/month
 - Webex – limited to 25 people for \$49/month
 - Others have similar pricing down to \$29/month



Excellence in **the New Normal**

Best Practices for Global Supply Chain and Operations Management



Look at What's inside

- Create your account
- Schedule your Webinar/Training/Meeting
- They send you an e-mail release to send
- Webinar/Meeting provide a Registration Page for you to use
 - VoiP
 - Polls
 - Questions and interactive discussion capable



Excellence in **the New Normal**

Best Practices for Global Supply Chain and Operations Management



Tips for “on line”

- Plan what you want to do
- Practice with the software
- Practice with your presentation
- Do a trial run with someone else in the same room using the receiver tools
- Use Animations, builds, film clips, other applications, music, etc.
- Seek feedback often



Excellence in **the New Normal**

Best Practices for Global Supply Chain and Operations Management



Practice

How do you get to



CARNEGIE HALL?



Excellence in **the New Normal**

Best Practices for Global Supply Chain and Operations Management



Really Great Webinars

- Agenda
 - Introduction
 - Business Plan
 - Content
 - Schedule
 - Technology
 - Wrap Up and Questions



Excellence in **the New Normal**

Best Practices for Global Supply Chain and Operations Management



Wrap Up and Questions



Got Questions?



Excellence in **the New Normal**

Best Practices for Global Supply Chain and Operations Management