

Webinar Committee

Members Present: Don Schaffner, Doug Marshall, Manpreet Singh, P.C. Vasavada, Kali Kniel, Mickey Parish, and Manan Sharma.

Visitors Present: Lilou Van Lieshou and Elizabeth Address.
Number of Attendees: 9.

Meeting Called to Order: 9:00 a.m., Sunday, July 9, 2017.

Suggestion for Members from the Webinar Committee (WC) to work with the IFT Global traceability center and collaborate on either hosting the IFT webinars on IAFP's site or present IAFP webinars on IFT's site – Doug Marshall is on the IFT advisory council for the Global Traceability center and has volunteered to coordinate this effort.

Discussions were focused on developing a document that can be on the IAFP website with details regarding how to put on a webinar and what is the process for submitting ideas for webinars to IAFP. Manpreet volunteered to put this document together and circulate among the committee before submitting to IAFP.

The Webinar Committee would like to see the IAFP policy regarding webinars (including Member accessibility for webinars, webinar fees, etc.) to have more clarity on registration for webinars. This is still in the discussion stage within the committee and once there is consensus among the members we will be putting this forth to the Board.

If there are criteria for selection/rejection of webinar proposals, the WC would like to see these and it would also be useful for IAFP to put this on the webinar tab of the IAFP Web site.

There was discussion around why we see a dip in the webinars conducted in the fall or rather right after the IAFP Annual Meeting until December. Some discussion was focused on the fact that the PDGs are busy developing symposium and roundtable ideas for the following year's annual meeting and they do not want to dilute the idea by putting on webinars.

It would be beneficial to see what services IAFP provides for organizing webinars and this should also be put on the webinar Web site for audiences/organizers to see on the Web page.

There have been technical issues during webinars in the past and the WC has put in a recommendation to consider other platforms for hosting webinars (See below).

General ideas to increase webinars: There was extensive discussion around this topic with ideas such as:

- Popular talks at IAFP into webinar
- How to get webinars throughout the year

- Pre Harvest PDG – technical talks/poster winner for webinars
- Industry/government for webinars due to academic schedule
- Highly subscribed webinar for re-doing it
- Communicate back to symposia organizers and copy the PDG chairs
- Communicate with the manuscript award winners for webinars and send them the steps for a webinar with a practice round
- Asking Fellows for webinars (Schaffner offered to put one on)
- Workshops from IAFP for webinar (Dickson, Marshall volunteered to put a series together)

Task: Perhaps the one big action item that we can have from the meeting is to put together a guidance document for the board about webinars. As I envision this document, it would revolve around how to communicate effectively to seek webinar presenters, how to promote webinars to the IAFP community and beyond.

Recommendations to the Executive Board:

1. The Webinar Committee suggests that the Board strongly consider changing our webinar platform. That consideration should include the "GoToWebinar" platform, and others.
2. The Webinar Committee suggests that the Board revisit and clarify fee structure for webinars. The Committee is concerned that the incentive to make webinars free, by restricting them to a PDG, actually reduces awareness.
3. We recommend the Board direct staff to share all PDG minutes with the Webinar Committee, so the Committee can track "in-development" webinars. These in-development webinars can be posted on the Web site as a teaser for webinars to come.

Meeting Adjourned: 10:45 a.m.

Next Meeting Date: July 8, 2018, Salt Lake City, UT.

Chairperson: Manpreet Singh.