Guide to Recruitment/Retention Webinars
Guide Purpose

- Offer recommendations on how to develop webinars for potential or active study participants and their support networks.
- Provide step-by-step directions on how to plan, organize and implement successful webinars.

Tips on developing, executing and promoting study webinars are provided in the following slides.
How to Use Study Webinars

**Recruitment Webinar**
Generate awareness of study among potential participants or referring clinicians.

**Retention Webinar**
Provide study participants with updates on study progress and express appreciation for their continued commitment.
Webinar Planning

- Begin planning a webinar at least 10 weeks in advance of chosen date.
- Consult with your ethical review board on materials that require approval and the logistics of protecting study participant privacy.
- Allocate time for at least one rehearsal to troubleshoot any technical issues.
Topics and Timing

**Recruitment Webinar**
- Present study information to potential participants or referring clinicians.
- Promote webinar at recruiting sites or clinician grand rounds, or through patient advocacy groups.

**Retention Webinar**
- Present study progress and express gratitude to active study participants.
- Consider conducting retention webinars following completion of recruitment or study, or publication of results.
Slides and Script

- Develop slides to appear on the screen during the webinar.
- Write a script to accompany each slide; consult your ethical review board on the level of detail required for the script (e.g., verbatim or outline) to obtain approval.
- Present content in a patient-friendly manner; avoid scientific jargon and define unfamiliar terms.
- Submit the slides and script for ethical approval; for multicenter studies, allow three to four weeks to obtain approval.
Webinar Speakers

- Select a moderator to facilitate the discussion, introduce speakers and moderate the Q&A session.
- Delegate discussion around the study rationale, study updates and results to the study principal investigator.
- Consider asking a study coordinator to describe study procedures during a recruitment webinar.
- Consider asking a patient advisor to provide a peer-to-peer perspective on the value of research participation. (A patient advisory organization may help identify someone for this role.)
Webinar Platform

- Choose a webinar platform for uploading slides, creating a registration page and sending email reminders.

- Select a service with dedicated conference lines for audio and consider recording capabilities so the webinar can be made available offline.

- Consult with your IT department on selecting a secure webinar platform to ensure study participant privacy.

- GoToWebinar, AnyMeeting and BigMarker have the above specifications.
Webinar Registration Page

- Create a registration page for individuals to sign up for the webinar; include study logo and colors.

- Write a one or two paragraph description to explain what will be discussed during the webinar.

- Keep the required registration fields to a minimum (e.g., name and email address). Ask registrants to refrain from using their full name (e.g. John S.) if anonymity is required by your ethical review board.

- Include a field for registrants to submit questions in advance. This will help simplify the Q&A session.
Webinar Promotion

- Develop promotional materials (e.g., flyer, website blurb) that include the registration page link; obtain ethical approval before promoting the webinar.
- Promote a recruitment webinar in clinics, on clinical site websites, in newsletters and to referral networks.
- Consider promoting retention webinars to the larger Parkinson’s disease community.
- Reach out to patient advocacy organizations to generate awareness about a study webinar.
Webinar Rehearsal

- Schedule a practice run one week prior to webinar date.
- Practice the flow of the presentation to ensure adequate timing for content review and Q&A.
- Review webinar platform controls, such as how to mute lines, switch speaker audio and move slides.
- Conduct a practice Q&A and consider questions that may arise during this period. Determine key points to make in response to potential questions.
Reminders

- Send an email reminder to registrants 24 hours prior to the webinar date.
- Consider emailing a second reminder to registrants two or three hours before the webinar begins.
- Include instructions on how to join the webinar as well as the teleconference line for audio and link directly to the webinar.
- Remind study participants to refrain from using their full name on the webinar if required by your ethical review board.
- Specify if any program needs to be downloaded beforehand.
Go Live

- Schedule all speakers to join the webinar 30 minutes prior to start; load slides, conduct sound check and test recording features.
- Open the webinar to attendees at least 15 minutes prior to the scheduled start.
- Use a landline and handset or headset for optimal audio, and mute all lines except for the speaker’s line; avoid using a mobile phone and speakerphone.
- Start recording when the webinar begins.
Q&A Session

- Explain that speakers will try to answer as many questions as possible but may not get to them all.
- Set aside at least 15 minutes to answer questions at the end of the webinar.
- Address questions submitted in advance first; use a private chat, such as Skype or Slack, to send speakers relevant questions.
- Remind the audience that unanswered questions can be directed to their site coordinator and investigator.
After the Webinar

- Send a thank you email to those who attended within 24 hours; consider including a survey.
- Review the webinar recording and make it available as a downloadable file within one to two weeks; consider including a transcript of the recording for hearing impaired individuals.
- Make the downloadable file available on the study website and/or to clinical sites.
Additional Resources

See The Michael J. Fox Foundation’s Recruitment and Retention Toolkit for additional resources:

- “Webinar Slide Deck Template” for guidance on developing slide content and script for a retention webinar
- “Study Slide Deck Template” for guidance on developing slide content for a recruitment webinar
- “Guide to Creating a Study Slide Deck” for best practices