



A Guide for Contributors

- Contributors are paying members who may share their knowledge and expertise, together with any products or services they sell to ADIs.
- Member contributors may submit content for upload to the articles page, and videos for upload to the site, but these must educate, not just sell to the members.
- Member contributors are given access to the site dashboard so they may write a post as a guest blogger, thus allowing members to comment and so engage with the contributor.
- Contributor members may add their name, email or telephone number, together with a link to their website (or Social Media page) to all content they upload to the site, in order to attract members to their business.
- VIP contributors are those who deliver webinars, as well as upload content, as described above, and who actively engage with members on the forum in order to offer further guidance and support to the members. VIP membership is free as these contributors are an integral part of the Dile.

Delivering a Webinar:

- 1-2-1 practice sessions are available whenever a contributor needs, and is advisable at least a few days before delivering a webinar, to ensure timings and equipment are all ok.
- Contributors must submit the following to admin in advance of the webinar:
 - Preferred date and time
 - Presentation title and brief content outline
 - Any specific questions you would like to be asked at the start of the webinar, during the introductory chat with Jackie, to elicit information you would like to pass on to the attendees. This may be your background into why you became an ADI, which could also be relevant to your presentation.
 - Poll questions for admin (Jackie) to set up in GoToWebinar before your practice session.
 - If you would like to submit a survey to members before or after your webinar, or even both, then this is automated by GoToWebinar; you just need to submit your survey questions to us in advance of your practice webinar.
- Contributors must ensure they themselves **register for the webinar** so as to receive the link to join. This can be done by clicking the link that's with your presentation details on the Webinars page. You should also be sent the link by email, but the website avoids any problems with emails disappearing, or not being read.



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- Contributors will be given presenter status after the introductory chat. All control panel functions are looked after by Jackie: questions from attendees; chat coming in from attendees; microphones, hands up. The presenter should minimise their control panel so as to see only the grab tool bar.
- The presenter/contributor may occasionally want to give control of their desktop to an attendee so, as an exception to the above, the presenter will then need to access their control panel to do so. Should you wish to use this facility, then you should ensure you have had adequate practice with Jackie beforehand.
- **Very important, please note:**
 - Every effort should be made to ensure there is no interruption whilst your webinar is taking place. Should this happen inadvertently, please mute your microphone, if necessary with an explanation so Jackie can take over at that moment.
 - Background noise should be eliminated; a headphone set with integrated microphone will help with this. To ensure best quality of sound, headphones with USB connection should be used.
 - Mobile phones **MUST** be switched off, or taken out of the room. This is because the signal severely interferes with sound quality.
 - Please inform family that this is happening and request they respect the above whilst you are 'on air'!
- Please add the Dile logo to your presentations; this will be emailed to you.
- Delivering a webinar is a strange experience at first, much like doing radio, wondering if anyone is listening and not knowing what their reactions are to you! For this reason Jackie will interact with you during your presentation, in order to give it more of a chat feel. When speaking for this medium, it is vital that speech is slowed down, most especially if you speak quickly anyway! Remember your audience can't see you, so they can't be guided by facial expression or body language, and nor can they lip read! Putting in pauses can help quite a lot. If this concerns you, pre-webinar practice sessions will help with this.
- As a general rule, webinars will keep to the following format:
 - Short introductory chat with Jackie – *10mins approx.*
 - Your presentation – *up to one hour*, but may be shorter, and desirable for some topics. The questions section may be added into the time here.
 - Answering questions sent in during the presentation (if required)- *10mins*
 - Your pitch – let Dile members know about the services, workshops, courses etc you deliver, and make them a special offer as your call to action – *10mins approx.*

All timings are approximate, but we aim to keep within 90 minutes.

We hope this clarifies things for you, and The Dile would like to thank you for your valuable participation.