

ReadyTalk – Webinars & Conference Calls

Defintions

Webinar: A webinar is a live meeting, training, or presentation via the Internet. Each participant sits at his or her own computer and is connected to other participants via the internet and talk via a conference call. Participants can see a preloaded PowerPoint presentation or see a computer application that the leader has chosen to share.

Conference Call: A conference call is a when multiple people participate in a single phone conversation.

Why ReadyTalk for Webinar & Conference Call Vendor

We have established a relationship with ReadyTalk to host MWCA's webinars & conference calls. This vendor was selected for the following reasons:

1. No contract, we pay for what we use. They offer monthly plans if we find a larger need for these services
2. They offer discounted rates to us as a nonprofit
 - a. Webinar \$0.12/minute/participant (standard rate: \$0.32)
 - b. Conference call \$0.04/minute/participant (standard rate: \$0.12)
3. Toll free number offered for conference calls
4. Flexible video on webinar, PowerPoint, desktop or single application.
5. Can record our meeting for future uses.
6. Meetings can be scheduled or done ad hoc should a need arise.

Why Conduct Webinars & Conference Calls

- Reduces lost time for travel
- Increases participation
 - Easier to get people to commit a hour meeting than give up time for travel and meeting
 - Can be done from home or the office
- More organizations are using webinars. As the familiarity with this function increases more people will see uses for this type of meeting. We have already had inquires into the use of this for other committees.
- Can be a money saver

Sample Use

The first Private Landowners Meeting was the 1st use of a webinar by MWCA. It was a 1 hour meeting, with 6 attendees and we recorded the meeting. Total cost 48.11 (includes federal taxes).

If this meeting had been held in Helena, the only location where 2 members of the committee work, the costs for this one hour meeting would have had the following additional overhead expenses

- Travel time roundtrip for all participants 23 hours
- Total mileage 1160 (cost for only Diana's mileage \$88)

Summary

If we want more people to become more involved with MWCA events we have to make it easier and less costly in time and money. I think we need to embrace this as a tool and budget appropriately for such. I don't think to budget for an hour for 15 participants per month is unreasonable considering the size of our board and number of committees.