

## **Web seminars and web project development**

### **Working online**

Today, in addition to "physical" seminars, web seminars and dialogues offer the opportunity to impart knowledge, to constructively design and conduct projects and dialogues. Even if not all topics and contents can be communicated equally well online, parts of a project or training can be carried out without an on-site presence.

### **Pros and Cons of web seminars**

Web seminars can usually be scheduled flexibly, which is an advantage over on-site events, if one thinks only of travel planning and costs. General knowledge can easily be taught and conveyed online, using the interactive options of today's software. On the other hand, there are practical topics, especially when it comes to technical or interactive aspects that require a physical presence.

So, the decision is not either or, one or the other. A well-prepared mix of both approaches can provide successful dialogues, trainings, and project development. As both kind of meetings complement each other, web-events play an important role especially when checking and assessing the progress of a project. Hence, it is beneficial but not absolutely necessary, if project partners know each other already, before on-line communication and cooperation starts.

### **Platforms and Software**

Today, a variety of platforms and software are available allowing an interactive design and conducting of web seminars etc. The choice of the concrete product should first be based on the project intention, needs and goals. Moreover, different platforms (e.g. for communication, exercises, group work) can be used side by side without huge effort.

### **Offer**

Within my portfolio I offer various forms of web-based collaboration that are always aligned to the project requirements. This includes advice on content communication, (interactive) design and selection of the platform/software for web events. Furthermore, I moderate web seminars myself and supervise the development and implementation of web-seminars.

### **References**

Within the project "Energy Efficiency in Municipalities 2 (EEIM2)" twenty web seminars for energy managers were planned, carried out and supervised. The main task in this contract was to convey the basic content of municipal energy management in a comprehensive, interesting, and interactive way for municipal employees. In addition, web seminars for energy service providers were developed and conducted, with a special focus on business opportunities in the context of municipal energy management and efficiency projects.

In both assignments, short presentations, interactive elements (dialogue and chat, question and answer sessions, short surveys, etc.) and short demonstration videos were integrated parts of the web seminars.