

Introduction to Management, Advantages of Webinar and Online Lectures in Teaching Basic Theories and Functions of Management

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Abstract: Webinar is a tool designed to coordinate various events or distance learning online or in the company's corporate network. The use of modern information technologies in this form serves to ensure communication between offices or branches of organizations that are geographically distant from each other.

Keywords: Management, webinar, online lecture.

Webinar (the English word "webinar" is an abbreviated version of the phrase "Web-based seminar" and means web-based seminar, training) - live online seminar, lecture, presentation organization using web technologies in the mode. Each participant participates through their own Internet network, regardless of their geographical location.

Web-seminar provides an opportunity to conduct various activities such as discussions on various topics, online meetings, and presentations with the help of webinar technologies. This, in turn, saves time and financial costs.

In addition, the webinar is attracting great interest in state and non-state educational institutions focused on education (that is, it can be training centers, consulting centers). With the help of these webinars, remote lectures, conferences, training and training sessions can be held, which in turn will serve them well to increase the number of collaborators.

To conduct a webinar, a set of special software installed on a server (such servers are owned by the organization organizing the webinar or specially rented equipment) is used.

Organization of webinar broadcasts

There are key elements involved in the technical organization of a webinar broadcast. These are:

1. Broadcasting service (speaker interface)

The speaker broadcasts through this service. It can be a service running only in the browser or an installed program - a video encoder.

Service selection options:

- Screen presentation capability
- Possibility to invite other speakers
- Ease of interface

Usually, the speaker can only show himself through the browser. In this case, it is not possible to connect another speaker or presentation. But working with the interface is simple and clear.

Video encoders allow you to flexibly adjust the broadcast:

- Being able to show the speaker and the presentation at the same time during the broadcast.
- Using multiple cameras or different angles for broadcasting.
- Conducting the live broadcast by two speakers.

Disadvantages of video encoders are that their interface is quite complex and it takes time to figure it out.

2. Online broadcasting (video streaming)

In order for the speaker to broadcast to a large audience, there must be a channel between the speaker and the viewer that allows the video stream to be broadcast. In this case, the speaker, in turn, sees the broadcast service (program), the viewer sees the webinar room, online broadcasting (video streaming) combines all this.

3. Webinar room (viewer interface)

Integral elements of the webinar room: online streaming of the webinar and chat for webinar participants to leave comments.

In the webinar room, we can see a number of other elements depending on their type:

- Presentation – can be shown via video or released separately.
- Links and description – speaker or online school pages, link to course syllabus, webinar instructions. You can add the necessary information.
- Sales blocks - a link to the course page, an order button (leave a request, payment, advance payment), a block with the course program and application forms.
- Dynamic blocks - elements that appear at a certain time in the webinar. For example, a sales block can be displayed throughout the webinar. Or you can set it to only show during sales.

There are three types of webinar rooms:

1. The service itself. In this case, the service itself works as three elements. For example, hosting a webinar on YouTube falls under this category.

2. Placing a broadcast on the site. This usually involves a combination of YouTube and a website builder. To use this type of webinar room, your channel must have the function of posting a broadcast to the Site enabled. If you don't configure this option, you as a channel owner will not notice anything. If you host a webinar and access it in incognito mode, you'll find that the video isn't available to you. Viewers won't even see the broadcast. Therefore, it is necessary to carefully check the account options.

3. Webinar platforms. The most famous ones are bizon365.ru, pruffme.com, getcourse.ru, antitreningi.ru, etutorium.ru. Blocks in webinars are arranged in a standard way. Their advantages can be explained as follows:

- It simplifies the work, all that remains is to set the necessary settings.
- This arrangement of blocks is familiar and convenient for webinar participants.

When choosing the type of webinar, you should pay attention to the following parameters.

- Chat.
- Ability to add dynamic and sales blocks.
- Ability to use different devices.
- Ease of use for users.
- Maximum number of webinar participants.
- Sustainability.

- Ability to create an automatic webinar.
- Cost.
- Availability of analysis.

Ways to host a free webinar

One of the most important criteria for choosing a webinar service is its price. Below we will analyze 2 ways to organize a broadcast that are absolutely free.

An easy way to host a webinar quickly and for free. Practically no pre-settings are required, suitable for new channels. The webinar room is very simple. Can be used for one-time broadcasts or in the initial stage of creating an online school.

If you don't have a YouTube channel yet or haven't streamed live, take an extra 24 hours to prepare. It will take this time to connect to the live stream. You can check the addition and placement of live streams via the link <https://www.youtube.com/features> or via the Creative Studio - Classic View - Channel - Status and Features tab.

There will be some interruptions during the broadcasts. Typically, the outage is 20-30 seconds, but can be up to a minute. This applies not only to YouTube, but also to other methods of broadcasting.

This is a freeware option. Some websites have some tools that are free or have trial periods, such as 14 days free. But usually the rates are not too expensive.

Conducting a webinar using a presentation

Some webinars allow you to download the broadcast separately and show two windows: the speaker and the broadcast. It is recommended to use video encoders to simultaneously display the speaker and the presentation on the screen. One of these programs is OBS Studio.

For this:

- enable the ability to conduct live broadcasts on the YouTube channel;
- Setting up the OBS program;
- You will need to connect the YouTube broadcast to the OBS program.

This connection allows you to display the presentation. Also, flexible settings allow you to quickly exchange screenshots. For example, you can switch to speaker only at one moment and speaker + presentation or home screen view at another.

A multi-speaker webinar or conference

How to host a webinar with two or more speakers? Previously, this was mostly done through Google Hangouts. Now it is being conducted through the Zoom program.

The number of participants in the Zoom webinar depends on the tariff. It is also possible to show a presentation and at the same time have the ability to set blocks to view the speakers and the screen / presentation.

The webinar can only be held via Zoom. To do this, we provide a link to the conference with or without a password. Then several people can gather directly on the Internet.

Zoom + YouTube integration can be used to make the webinar more user-friendly.

This option is available for Pro, Business, Education, and Enterprise plans. If you have up to 10 organizers, then the Pro (Professional) plan is enough. The cost is multiplied by the number of organizers.

In summary, the advantages of webinars and online lectures are as follows: fast, free, easy to understand, the ability to use new accounts, the ability to transfer screen, use for new users,

create an authorization page and see who has joined the webinar, dynamic blocks add, flexible settings, arrange blocks as needed, you can leave comments to all registered and several speakers and webinar participants can connect themselves, there is an option to share the screen, it is convenient to use only one program for the webinar is counted.

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