Speaker Handbook

August, 2023

Congratulations on being selected to present a session for the **OAA Continuing Education Webinar Series** for the architectural profession of Ontario. This short guide covers some basic information regarding these virtual sessions, along with the various tasks along the way.

If you have any further questions unaddressed in this guide or the accompanying speaker agreement, contact **Felix Woehler**, OAA Webinar Coordinator, at felixw@oaa.on.ca.

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I.   About the Ontario Association of Architects

Founded in 1889, the Ontario Association of Architects (OAA) is a self-regulating organization governed by the provincial statue, the *Architects Act*. The OAA is dedicated to promoting and increasing the knowledge, skill, and proficiency of its members, and administering the Act, to serve and protect the public interest. Its vision is an Ontario in which architects are valued contributors to society, by creating a safe and healthy built environment that performs at the highest levels and elevates the human spirit.

Available on the OAA Website, the Association's five-year Strategic Plan includes a commitment to address two important environmental and social governance themes: Climate Action and Equity, Diversity, and Inclusion. These act as lenses through which the OAA's work will be viewed in order to ensure it positively aligns with the principles. The plan also has four clear foundational goals that will be pursued over the coming years: Regulatory Leadership, Governance and Operations, Member Competency, and Public Education.

Membership

At the beginning of 2023, the OAA included more than 4,700 architects as members, along with 1,900 Intern Architects, 400 Life Members, 250 Retired Members, 630 Student Associates, and 37 Honorary Members who hold status with the Association. There are more than 1,980 architectural practices in Ontario.

Ontario architects are highly trained professionals bound by regulations made under the *Architects Act*. To obtain an architect's license, individuals must gain a minimum of three years practical experience, pass extensive examinations, and attend the OAA Admission Course. Once licensed, architects are required to actively participate in the OAA Continuing Education Program.

II. Continuing Education Program

The OAA Continuing Education (ConEd) Program recognizes architects' commitment to lifelong learning and continuous improvement to effectively meet the needs of clients and the general public. The program supports this commitment by establishing a formal, structured framework for continuous professional development, helping ensure a selection of appropriate learning opportunities are available.

All architects who practise in Ontario are required to undertake and document 70 hours of ConEd activities within a 24-month cycle. To learn more about the program, visit the OAA Website.

Continuing Education Webinar Series

The OAA's biweekly Continuing Education Webinar Series provides members the opportunity to engage in ongoing professional development, ensuring their competency and proficient performance in practice. These virtual events may be attended by not only the Association's members (i.e. Ontario architects), but also those on the path to licensure (Student Associates and Intern Architects) as well as the general public.

Intended to inform, educate, and inspire, these virtual sessions feature prominent architects as speakers, as well as subject matter experts from various fields, including construction law, sustainable design, and digital marketing. The webinars can provide a platform for members to network and engage in meaningful conversations.

Each session in the webinar series is divided in two parts—the first includes a presentation and the second comprises a live Questions and Answer session with the audience. During the webinar, participants are encouraged to post their questions, which will be answered after the presentation.

The OAA webinars are typically 1.5 hours and take place on **Thursdays (11:00 am until 12:30 pm)** or **Tuesdays (4:00 pm until 5:30 pm).** This flexible timing allows our members the opportunity to select a session that suits their schedule.

All webinars are recorded for quality assurance purposes. Occasionally, the OAA may choose to share a copy of the webinar on the Association's YouTube page. In such instances, the terms and conditions will be outlined in the speaker agreement.

Via an online form linked on the OAA Website, please provide a concise description of your talk, including a minimum of four learning objectives, as well as profiles for all speakers. If your session is chosen, this information will then be posted to the OAA Website to assist our members in selecting their desired webinars. Please ensure this is completed once the speaker agreement has been signed.

Incorporating guest speakers into webinars can be a powerful strategy for introducing fresh perspectives and insights. It is important to ensure guest speakers possess in-depth knowledge of the topic and can deliver valuable information to the audience. Additionally, the OAA must be provided with an introduction of the guest speaker and a brief explanation of their role in the webinar. This will help the audience understand the value of the guest speaker's contribution and ensures a seamless flow throughout the webinar.

Speaker Agreement

The speaker agreement outlines the terms and conditions under which a professional services provider has been retained by the OAA to provide services. The agreement encompasses the duties of the provider, proprietary credit, materials and images, technology, OAA policies and confidentiality, fees and expenses, termination, indemnification, and other concluding matters. Appendix A details the service (including the webinar title, presentation date and time, designated speakers, and honorarium), while Appendix B addresses confidentiality provisions.

Submitting Your Files

Once you have finalized your webinar presentation and are ready to share it, please submit your slides in **PDF** format to OAA. The webinar team will distribute the files to participants after your presentation, and keep a copy for future reference.

Advertisements on Social Media

The OAA may utilize its LinkedIn, Twitter/X, Facebook, and Instagram accounts to promote and advertise its webinars. In doing so, the OAA may include an individual's name or photo in a social media post.

Please reach out to the OAA's Continuing Education Department at OAAContinuingEducation@oaa.on.ca if you would prefer not to have your likeness used for promotion.

At the same time, you are also encouraged to share word about your webinar with your audiences. Contact the above email if you require any collateral or direct URL info, etc.

Rehearsals

If you are preparing to host a webinar, it is important to ensure your audio and video are functioning properly. Verify that your microphone is compatible with all devices through which participants will be listening or viewing your presentation, such as laptop speakers or desktop speakers. It is recommended to have a reliable internet connection and create a script or presentation notes for each slide.

To ensure a successful webinar experience for your audience, we highly recommend booking a practice run with the OAA. This will provide an opportunity for presenters to test their equipment, software, and presentation with our staff team present. By doing so, any potential technical issues can be identified in advance, and OAA staff can provide guidance on effectively using the presentation tools during the event.

This step is particularly important if it is your first time presenting at an OAA webinar, or if you are unfamiliar with the OAA's online presentation tool.

To book a practice run, contact OAAContinuingEducation@oaa.on.ca

In creating or adapting your material for the OAA Webinar, you will want to keep in mind not only that your audience will largely be made up of Ontario architects, but also the specific Learning Objectives you previously shared.

Breakdown of a Webinar

As mentioned, each session in the webinar series can be thought of in two parts—the first is a presentation and the second comprises a live Question and Answer session with the audience. This section further breaks down a typical virtual learning session.

Introduction

OAA webinars typically begin with an introduction where the host—an OAA staff member—warmly welcomes participants, introduces them and any co-hosts or guest speakers, and provides a land acknowledgment. The host will also mention whether closed captioning is available and how participants can access it. During this time, housekeeping matters like muting oneself and refraining from using the chat feature for Q&As are also addressed.

Main Segment (webinar)

The main segment of the webinar consists of a presentation moderated by a subject matter expert (SME) that usually spans approximately 60 minutes. The SME imparts valuable insights and shares their expertise on the given topic. To maintain focus

during the presentation, the chat feature is often disabled, and questions should be saved for the dedicated Q&A session. Instead, interactive tools like polling may be used to engage participants.

Q&A Session

The Q&A session commences immediately following the presentation. The host is responsible for verbally addressing the questions posted in the Q&A window in the order they were received. This process ensures all participants have an equal opportunity to have their questions addressed while also avoiding repetition. Additionally, the host should also provide supplementary resources, such as articles or websites for further exploration of the topic.

Closing

To conclude the webinar, the OAA staff member returns to express gratitude to the participants for attending, remind them of any attendance policies or available certificates, and mention upcoming webinars. This is an excellent opportunity to solicit feedback from participants and incorporate their suggestions to improve future webinars. This final step ensures participants feel valued and engaged, increasing the likelihood of their attendance at future events.

V. Preparing Your Space

Before beginning your webinar, ensure your phone is muted and safeguard against any potential sources of distraction, such as lights or fans, or even a loveable but loud pet. Also, let your co-workers or family members know you're leading a session. Creating a quiet environment is important for a successful webinar.

Ensure that your location is quiet, and the background of your shot is not distracting. Make sure that what is behind you is tidy and uncluttered. Poor lighting or a bad camera angle can hinder viewers from seeing what is happening on screen. If you are presenting for the first time, it is vital to test your equipment beforehand.

For your webinar, you should use a computer or laptop to connect directly to the Internet using an Ethernet cable rather than relying on Wi-Fi. Avoid using mobile devices like cell phones or tablets. If you need assistance with computer setup, please contact your IT department or be sure to take advantage of the aforementioned rehearsal option.

VI. Cancellations and Replacements

As outlined in your speaker agreement, committing to the agreed-upon (and advertised!) day and time is critical. While we encourage speakers to adhere to the webinar schedule due to participant engagement, unforeseen circumstances may arise. If you are unable to conduct the webinar in the slot assigned, please contact the OAA immediately. We will make every effort to reschedule the webinar accordingly.

Speaker Replacement

If you are not able to present the webinar, you may also arrange for a replacement speaker. In such cases, please promptly inform the OAA and provide the contact information of the new speaker, along with a brief biography. This will allow the Association to update its records and send out the Zoom invitation link accordingly.

VII. Instructor-Learner Interaction & Engagement

As the OAA Continuing Education Webinar Series offers participants Structured Learning hours, having various means of interactivity and a way for attendees to ask live questions are crucial. This can take many forms.

Poll Questions

Poll questions are an effective way to gather real-time feedback from your audience. You can prepare polls ahead of the webinar by emailing the questions to OAAContinuingEducation@oaa.on.ca. Utilizing poll questions enables you to foster a more interactive experience for both you and your participants.

Chat Function

The chat function is only open during the housekeeping introductions and conclusion of the webinar—it is turned off during your actual presentation, where the audience will be encouraged to use the Q&A feature to send questions to the presenter. OAA staff may use the chat function, however, to communicate with the audience and encourage them to participate in polls or use Q&A.

Q&A Window

Encourage your audience to utilize the Q&A Window throughout the webinar. By default, participants will not have the ability to unmute themselves and ask questions during the live session. Therefore, it is vital to prompt your audience to submit their

questions in this section throughout the webinar. This ensures all participants can hear them later during in Q&A session held at the end of the presentation.

Webinar Evaluation

Course evaluations play a vital role in maintaining and improving OAA webinar. Following each webinar, the OAA sends a link to all participants for their valuable feedback. The evaluation covers various aspects such as webinar content, and speaker performance, as well as allows participants to provide comments. Survey results are shared with the webinar speaker, serving as a valuable resource for adapting teaching approaches or making necessary adjustments. It can also serve as a resource for future webinars invitations.

Members are expected to uphold to a high standard of behaviour. It is crucial to show respect toward colleagues and presenters, demonstrating courtesy and consideration for others. Inappropriate behaviour will be promptly addressed and reported to management.

Discrimination

Equity, diversity, and inclusion, as well as a commitment to Reconciliation, comprise a major theme for the OAA via its Strategic Plan. Discrimination will not be tolerated. The Association is focused on fostering an inclusive and non-discriminatory environment for all members. Every individual should be treated with dignity and respect regardless of their race, religion, gender, age, ethnicity, sexual orientation, or any other protected characteristic. It is our collective responsibility to ensure equality for all.

Offensive Language

The use of offensive language during a webinar is not acceptable. Such language creates an environment that can make individuals feel unwelcome and uncomfortable. All participants should be mindful of the language they use and show respect to others. If someone is using offensive language, the moderator will intervene and remind webinar attendees of the code of conduct. Any behaviour considered offensive or inappropriate will be promptly addressed and reported to management.

Disruptive Behaviour

Disruptive behaviour during webinars is not tolerated and will not be accepted. Examples of disruptive behaviour can include excessive talking, lack of attention, and interrupting the presentation. In the event of such conduct, the moderator will intervene and remind participants of the expectations and the webinar's code of conduct.

IX. Conclusion

After the webinar, the OAA will upload the Structured Continuing Education information onto their members' Transcripts.

Unless discussed otherwise with the presenter, the OAA will also email presentation files to attendees and, in certain cases, upload the webinar onto its public YouTube channel. For on-demand viewing (though this would only count as Unstructured hours for members as there is no longer a live Q&A component).

Once webinar evaluation forms have been have been sent out to the participants, the OAA will share the results via a SurveyMonkey link. Please note that that this page gets updated when new evaluations are received.

Compensation, in the form of a cheque, will be provided as agreed in the speaker agreement.

If the presenter is also earning Structured Learning Hours for their teaching session, these will be uploaded onto the member's Transcript under the "Teaching" category.

Thank you for sharing your expertise with the architecture profession of Ontario. Once again, if you have any questions at all about any of these processes, please do not hesitate to contact **Felix Woehler**, OAA Webinar Coordinator, at felix@oaa.on.ca or the OAA Continuing Education team at OAAContinuingEducation@oaa.on.ca.