Early Childhood Investigations Webinars

Presenter Planning Guidelines

Table of contents

playground

Working with Early Childhood Investigations

Thank you for your interest in presenting a webinar for Early Childhood Investigations (ECI)! We're on a mission to make excellent child care accessible to all. The way we achieve this is by producing conference-quality professional development sessions with respected authors, researchers, and leaders in early care and education to share timely insights and practical strategies that can be applied the very same day.

Since our inception in 2009, we have reached nearly 3 million early educators through our live and recorded sessions. We host webinars once to twice weekly, with 2,300 to 10,000 registrants per session, depending on the topic.

Join our distinguished roster of world-class speakers who present on a gratis basis to support millions of educators across the globe, and the generations we care for.

To thank you for your time, we will send you the following items from your session:

1. The recording of your session. This will live indefinitely on our website for you to reference as past work and include on your CV.
2. The podcast episode your session will be converted to.
3. The opt-in email addresses of registrants, delineated by those who showed and no-showed to your session.
4. The live questions asked.
5. Poll results.
6. Survey responses.

We aim to make this experience enjoyable and seamless by handling the technical and logistical details. We will promote your webinar and submit to state registries for professional development hours, and potential CEUs. This way, you can focus solely on your presentation.

What a presenter is responsible for

To ensure each webinar meets our quality standards, state registry requirements, and CEU guidelines, presenters complete and submit the following materials at least three months before their live session:

1. A 65-minute presentation, with references included.
2. A completed Learning Event Design Document (LEDD) — a short planning template that maps your learning outcomes to your content.
3. A minimum of three in-webinar polls to keep your audience engaged.
4. A post-webinar learning outcomes assessment with four questions per learning outcome.

We've made the process simple with guided templates for each requirement that you can download and customize for your session. The Timeline section shows when each item is due, and the Presentation Guidelines section walks through how to build each one.

Timeline details

Here is a review of the full timeline process of working with ECI, including submitting your proposal, preparing for your event, action items, and expectations after your session.

Pre-webinar

6 months before

Submit your presenter profile and webinar proposal: Please use the proposal form to submit your background and webinar proposal. This takes about 30 minutes to complete.

- The form creates your presenter profile for our website (if you don't already have one) and collects information for multiple presenters if you'd like to co-present. A maximum of 3 speakers per session.
- You'll be asked to select up to three preferred dates from a list of availability shared with you. All webinars take place on **Wednesdays or Thursdays at 2:00 pm Eastern Time**.
- You will identify the audience your session is for, submit your proposed title, description and learning outcomes.
- You'll be asked to review and acknowledge **our policies**, including the Anti-Discrimination and Intellectual Property policies, and complete the Disclosure of Proprietary Interest—even if you have nothing to disclose. See the Disclosure Statements section below.

Once your session has been submitted:

- You will receive an automated email with your responses, and a custom link to submit your webinar materials. It is important that you save this link.
- We will provide any suggested refinements to your session title or description for your review and approval.

After your session has been approved: We will publish your session on Zoom and our website and send you the following:

- Your dedicated webpage
- A social media asset
- Your session Zoom link
- A link to schedule your tech session (we suggest 1–2 weeks before your session)

Schedule a tech check: Schedule a 20-minute tech check 1–2 weeks before your presentation to test your setup and review the webinar flow. You can book your tech-check with this link.

Begin your preparations: For details, please refer to the Presentation Guidelines section further down in this document.

3 months before

Submit final materials: To ensure we have enough time to submit your session to state registries for review and approval, please send the materials listed below using your personalized link to the Webinar Materials Submission Form.

Note: You can find the link at the bottom of your webinar proposal confirmation email by searching your inbox for the subject line "Submission Received: {Title of Your Webinar}."

1. **Slide deck (≈65 minutes):**
    a. You can include your references on each slide, have it as an appendix last slide, or keep your references on a separate document.
2. **Learning Event Design Document (LEDD):**
    a. ECI Learning Event Design Document Template.
3. **In-webinar polls and learning outcomes assessment questions:**
    a. Three in-webinar poll questions and answer options.
    b. Four questions per learning outcome for the post-webinar quiz.
    c. Webinar Polls & Learning Outcomes Assessment Template.
4. **Handouts or resources:** optional — only if you'd like to provide additional materials.

If you need assistance with any of these, our team is happy to review your content and help build them with you.

Day of webinar

Run of show

Here's what to expect on the day of your webinar. Our team will be there to support you throughout the session and will handle all operations, so you only have to focus on presenting. Below is our timeline in the Eastern time zone.

1:30 PM | Presenter arrival and final tech-check

1:45 PM | Waiting room opens for guests

2:00 PM | Brief introduction and housekeeping by the host

2:06 PM | Formal presentation

3:10 PM | Q&A moderated by our host

3:20 PM | Wrap-up, producer message, announcements, door prizes, and closing remarks

Post-webinar

Our team will continue to support you by providing key materials and helping you make the most of your session. You'll receive a follow-up email that includes:

- **The recording of your session:** lives indefinitely on our website for you to reference as past work and include on your CV.
- **The podcast episode:** your session will be converted to one.
- **Registration data:** a spreadsheet of opted-in registrants delineated by those who attended live and those who no-showed. You're welcome to use this list for any follow-up communication.
- **Q&A:** all questions that were asked during your session.
- **Poll results:** the results of all the polls you hosted.
- **Survey results:** feedback collected from participants via our post-webinar survey.

Presentation guidelines

To ensure your session meets the quality standards for national professional development and potential CEU accreditation, we ask that you use the following guide as part of your instructional design. This won't change your content but will provide an easy-to-follow format for your presentation and ensure participants maximize the content and learning outcomes.

Outline of your presentation

Introduction of session

- **Intro self:** who are you, and why should you be speaking to them today?
- **Disclosure statement:** if you have a proprietary interest in anything you'll reference, state it here at the very start — on an opening slide and aloud. See Disclosure Statements below.
- **The purpose of this session:** what need are we solving today, and what will participants be able to do as a result (your learning outcomes)?

Main content

- **Context and research**
- **Learning outcome 1:** teach it, then show how participants can apply it to their work.
- **Learning outcome 2:** teach it, then show how participants can apply it to their work.
- **Additional learning outcomes** as needed for your topic.
- **Engagement polls:** we recommend about three polls spread across your session to keep attendees active. Place them wherever they fit your flow — polls are for engagement and help you get a read on the room in real-time.
- **Wrap-up:** summarize what participants should now know, be able to do, or achieve after this session.

Ending session

- Include the best way to stay connected with you — social media handles, website, or any promotional content or offers. This slide remains up during our entire 10–15 minute live Q&A.

Best practices

Slides

- **Prepare your slide deck:** use the tool of your choice (PowerPoint, Prezi, Canva, etc.).
- **Slide length:** a typical presentation includes 35–50 slides, though you may use more or fewer depending on your pacing.
- **Final slide tip:** your last slide should include your social media handles, website, other ways attendees can connect, and any promotions. We recommend not including your email address unless you're comfortable receiving a high volume of messages. This acts as your promotional slide.

Content

- **Learning objectives:** should be SMART (Specific, Measurable, Achievable, Realistic, and work within the timeframe). Your deliverables hinge on these being written well. You can use this guide for writing your learning outcomes.
- **Avoid over-promotion:** your session should focus on educational content rather than self-promotion.

- **Keep it practical and actionable:** the best presentations blend a touch of theory and research with plenty of hands-on, real-world strategies.
- **Know your audience:** presentations are typically geared toward administrators, directors, program owners, teachers, early education leaders, and students — depending on your topic.

Interactive elements

- We encourage as much engagement as you're comfortable with. Aim for roughly 20–30% audience engagement across your session — this also helps meet some state registry's professional development requirements.
- **Poll question types:** our team sets these up for you. Options include single choice, multiple choice, matching, rank order, short answer, long answer, fill in the blank, and rating scale. Many polls benefit from options like "None of the above" or "All of the above."
- **Open-ended questions:** live open-ended questions can be used with chat functions.
- **Video clips:** you may include up to five short clips, each 1–2 minutes, either embedded in your presentation or shared via link. Our team is happy to help with embedding or sharing.
- **Handouts (optional):** supplemental handouts related to your content are a helpful, engaging resource. While optional, we're happy to post them on our website for participants.

Key technical setup

We host all our webinars on Zoom. We recommend downloading the Zoom application on your computer to make the most of your session. You may use Zoom in a web browser, but that will limit your functionality.

1. **Zoom panelist link:** a unique link will be emailed to you. Please do not share it.
2. **Webcam:** optional but encouraged for better audience engagement.
3. **Audio:** use your computer's microphone, an auxiliary mic, or a headset. Have a phone ready as a backup.

4. **Recording:** the session will be recorded and shared with you for promotion.

Disclosure statements

We are committed to protecting the integrity of our continuing education programs. Presenters must disclose any proprietary or financial interest that could influence the content of their session. Disclosed interests are communicated to learners in all marketing materials for the session and at the beginning of the learning event. Sessions must remain educational and free from commercial bias, regardless of whether a proprietary interest exists.

Type of interests and authorized disclosure statement:

- **Product of financial interest:** "[Presenter] holds a financial interest in [Product/Company] and may reference it during this session."
- **Author / royalties:** "[Presenter] is the author of [Title/Product] and receives royalties from its sale."
- **Sponsored session:** "This session is sponsored by [Sponsor]. [Presenter] receives [honoraria/compensation] from [Sponsor]. Sponsorship does not influence the educational content of this session."
- **No interest (default):** No statement is required

Promotion

We will promote your webinar through social media and promotional emails. Your name and title will appear in at least four emails sent to over 360,000 subscribers.

If you have social media accounts, we'll tag you in our posts. We also strongly encourage you to promote the webinar to your own network — we're happy to share branded social media images you can use in your posts.

As a thank-you for your time and expertise, we'll send you a list of registrants who opted in to receive emails after the webinar. This list typically includes thousands of contacts!

Early Childhood Investigations Webinars

Resources

- Webinar proposal and presenter profile form
- ECI learning event design document template (LEDD)
- Live-webinar polls & learning outcomes assessment template
- A guide for writing learning outcomes
- Tech check booking link
- Our policies
- Download the Zoom application

Key Contact Information

Your primary points of contact for your webinar going forward

- **Hannah Teter,** Head of Early Childhood Investigations, hannah@tryplayground.com
- **Reynald Saclot**, Executive Assistant, reynald.saclot@earlychildhoodwebinars.com

playground