



## Webinar Hosting Guidelines

### Discovering Relational Wisdom 3.0

#### 1. Overview

A *Discovering Relational Wisdom 3.0 Webinar* is typically presented in *3-hour format* and is designed to provide an *overview and introduction to our 8-hour online course* on relational wisdom. The webinar is interactive, involving teaching, viewing and analysis of video clips from acclaimed Hollywood films, question and answer sessions, group discussion, and personal application exercises.

A webinar package typically includes **five hours of instructor time** delivered as follows:

- **3 hour interactive webinar** that provides an overview of relational wisdom and guidance on how an organization can promote, teach and practice concepts in their organization.
- **A detailed 32-page study guide** for each participant
- **Access codes to our 8-hour online course** in relational wisdom, which includes dozens of additional articles, teaching videos and practical application exercises that enable students to study these concepts in greater depth. The online course may be studied individually or in interactive groups that encourage students to gain insights from fellow students and discuss organizational applications.
- **Two 1-hour follow up webinars** with the instructor to address questions and work through personal questions, case studies and organizational applications (may be scheduled any time within 12 months of the original webinar).
- **Follow up resources (blogs, videos and podcasts)** that enable hosts to reinforce RW concepts on a weekly basis (via staff meetings or newsletters) for 10-12 months after the original webinar.
- **Optional RW coaching for interested individuals** is available at an additional hourly cost.

To learn more about relational wisdom itself, please visit [www.rw360.org](http://www.rw360.org). You may also review a sample [Study Guide](#) for the webinar and some of the [movie clips](#) used in the webinar. More information is available on the [Live Webinar/Webinar](#) section on our web site.

#### 2. Hosts, Audience and Small Group Leaders

Webinar hosts include churches, nonprofit organizations, businesses, schools and educational agencies, healthcare facilities, military units, professional organizations,

government agencies, police, fire fighter and other first responder departments, and prison and jail ministries.

Webinar audiences may be comprised of an organization's leadership team, select department or team leaders, or the entire staff or membership of an organization.

If an organization plans to have its entire staff or membership go through our 8-hour online course through small study groups, we recommend that the organization select the small group leaders in advance and invite them to attend the introductory webinar, where they can receive interactive instruction on the fundamental concepts of relational wisdom and on how to lead small group studies in an engaging and transformative way.

### **3. Speakers**

Webinars are taught by Ken Sande, members of the RW360 staff or a Certified Relational Wisdom Instructor™.

### **4. Interactive "ABC" Learning**

Our webinars are delivered through the Zoom platform and include dynamic teaching, demonstration videos, breakout discussions and practical applications to achieve the "ABCs" of effective learning:

- **Affective learning** - shaping emotions, values and motivations that inspire godly relationships
- **Behavioral learning** - shaping habits and character through personal application and practice
- **Cognitive learning** - increasing knowledge while shaping complex and flexible thinking skills

These three dynamics are built into all of our webinars. They are further advanced by giving every webinar student a full scholarship to our online course (**valued at \$49**), which includes additional teaching and demonstration videos, interactive discussions, supplemental reading and practical exercises that enable students to work the principles into every aspect of their lives, including work, marriage, parenting, ministry and friendships.

In short, webinar is designed to provide students with inspiration, vision and immediately applicable relational skills, while the follow up online course is designed to help each individual work these relational principles more and more deeply into his or her life, as described in 1 Timothy 4:15: "Practice these things, immerse yourselves in them, so that all may see your progress."

### **5. Evangelistic Potential**

Our faith-based webinar is explicitly biblical and grounded in the gospel of Christ. The simplicity and relevance of the principles to everyday life make them easy for students to share with coworkers and friends who do not yet know the love of Christ (see [Using RW for Witnessing and Evangelism](#)).

Organizations that include both Christian and non-Christian members may offer 8-hours of relational wisdom training to all of their people by giving them the option of choosing either our faith-based online course (Discovering Relational Wisdom 3.0) or our [values-based \(secular\)](#) online course (Exploring Relational Wisdom 3.0), both of which are available at [www.rw-academy.org](http://www.rw-academy.org).

## 6. Registration Process

A webinar is typically confirmed through a contract with a host organization (see appendix). Prior to the webinar, the host is requested to provide RW360 with an Excel spreadsheet that provides the names of the expected students, which allows the webinar instructor to pre-arrange Zoom breakout rooms that will be used to facilitate small group discussions at various points in the webinar.

## 7. Technical Requirements

Webinar hosts should ensure that all students will be able to join the webinar through reliable internet connections, whether at work or at home.

## 8. Schedule

A typical 3 hour webinar includes three 50-minute sessions, two 10-minute breaks and a 5-minute wrap up session. During the webinar, the instructor will alternate between didactic teaching, demonstration video clips, and Zoom breakout sessions to allow students to discuss prepared discussion and application questions.

## 10. Advertising and Promotion

To assist hosts in promoting a webinar effort, Relational Wisdom 360 will provide the host with a *Webinar Promotional Package* that includes videos, templates for promotional literature and announcements.

## 11. Scholarships Worth \$74 + RW360 Web App

To encourage ongoing application and personal growth, students will be provided with a \$49 scholarship that allows them to access our 8-hour online course,\* and an additional *"Pay-It-Forward" scholarship*, worth \$25, which they can earn by completing the online course and then give to a friend who would benefit from the course. (\*A host may choose to receive a [DVD or flash drive version of the course](#) in lieu of 10 online access coupons.)

## 12. Webinar Follow-up

In order to maximize the ongoing, long-term impact of a webinar, we encourage hosts to develop a follow-up plan prior to an event so they can announce planned follow-up activities during the event. Potential follow-up actions include:

- Encourage students to use the free scholarship that allows them to *register for the online version of the webinar*, which facilitates deeper study and daily application of RW principles.

- *Create small online study groups* of 5-10 webinar attendees (or new people) who want to go through the online course as an interactive group.
- Encourage all students, as well as other people in your church or organization to *sign up for RW360's blog*, which provides weekly teaching and illustrations on how to apply RW in daily life.
- *Use select blog posts for weekly staff or small group discussions* (each post includes several reflection and application questions designed for group discussion)
- Select several gifted individuals to *pursue advanced training as Certified RW Instructors* so they can: (1) serve as in-house instructors (for people who have not yet gone through RW training); (2) coach individuals seeking advice on how to apply RW concepts; and (3) go out into your community and use the values-based (secular) version relational wisdom to provide workshops to businesses, police and fire departments, military bases and schools (see [Using RW for Witnessing and Evangelism](#) for examples of how one pastor uses RW workshops to draw not-yet-Christians to his church and to Jesus).

### 13. Financial Responsibility

**Note:** RW360's non-staff *Certified Relational Wisdom Instructors* usually negotiate their own compensation and reimbursement of expenses terms, which may vary from the terms given below.

Hosts are also expected to cover the following *Instructor Expenses*:

- **Standard Cost:** a teaching fee of \$3,000 for Ken Sande for a 3-hour webinar plus two 1- hour follow-up sessions (\$1,500 for RW360 staff) for ten students (who also receive access to our 8-hour online course) The charge for additional students is as follows:
  - Additional 10+ students: \$46.55/student (5% discount)
  - Additional 25+ students: \$44.10/student (10% discount)
  - Additional 50+ students: \$41.65/student (15% discount)
  - Additional 100+ students: \$39.20/student (20% discount)
  - Additional 200+ students: \$36.75/student (25% discount)

Examples for a webinar taught by Ken:

- 10 students/\$3,000
- 20 students/\$3,465
- 40 students/ \$4,323

- **Nonprofit (Church) Fees Are Reduced by 50%:** \$1,500 teaching fee for Ken Sande for a 3-hour webinar plus two 1- hour follow-up sessions (\$750 for RW360 staff), (\$1,500 for RW360 staff) for ten students. The charge for additional students is 24.50/student (50% discount).

Examples for a webinar taught by Ken:

- 10 students/\$1,500
- 20 students/\$1,732
- 40 students/ \$2,161

- If a nonprofit wishes to charge students to attend a webinar, RW360 recommends a registration fee of \$49 per person to attend a webinar (\$80 for couples, \$25 for teens). Hosts may alter these fees provided they cover the costs listed above.

*These financial arrangements are open to negotiation, so please contact our office if you have questions or suggested changes.*

If you would like to explore the possibility of hosting a webinar, please complete the [Speaking Request Form](#) on our website. A member of our staff will contact you to answer your questions and, if you desire, provide you with names of Certified Relational Wisdom Instructors who could serve your church or organization.

See the following pages for suggestions on the marketing and administration of an RW360 Webinar.

# ORGANIZATIONAL RECOMMENDATIONS FOR WEBINAR HOSTS

The following guidelines are offered as *recommendations* for how to host a *Discovering Relational Wisdom Webinar*. Please feel free to modify them according to your church's practices and preferences.

## Advance Preparation

- Review Webinar Hosting Guidelines and affirm your agreement with these terms
- Reserve the date and time for webinar
- Convey your hosting preferences to RW360
- Obtain and utilize the *Webinar Promotional Package* from RW360
- Recruit a prayer team

## Technical Requirements

- Ensure that all students will be able to join the webinar through reliable internet connections, whether at work or at home.

## Registration

- Provide RW360 with an Excel spreadsheet with names and email addresses of all anticipated students

## Post Webinar Activities

- Provide feedback on anything that RW360 could change to improve any feature of the webinar (promotion, presentation, audience engagement, follow up, etc.)
- Pay RW360 webinar invoice

## AGREEMENT TO HOST WEBINAR

\_\_\_\_\_ (“Host”) hereby agrees to host a 3- hour relational wisdom webinar presented by Relational Wisdom 360 (“RW360”) on \_\_\_\_\_ (date) according to the terms of RW360’s Webinar Hosting Guidelines (“Guidelines”) dated \_\_\_\_\_, which are attached to and incorporated by reference into this agreement, and are binding except where they have been modified and initialed by both Host and RW360.

RW360 will be responsible for providing a biblically sound, professional-quality teaching event, along with all necessary resources and materials, with satisfaction unconditionally guaranteed to the Host.

Host will ensure adequate high speed internet connections for all students.

Any claim or dispute arising from or related to this agreement shall be settled by biblically-based mediation and, if necessary, legally binding arbitration in accordance with the [Rules of Procedure for Christian Conciliation](#) of the Christian Conciliation Service. Judgment upon an arbitration decision may be entered in any court otherwise having jurisdiction. The parties understand that these methods shall be the sole remedy for any controversy or claim arising out of this agreement and expressly waive their right to file a lawsuit in any civil court against one another for such disputes, except to enforce an arbitration decision.

Agreement dated: \_\_\_\_\_

\_\_\_\_\_  
Host

\_\_\_\_\_  
RW360