



ABSA Affiliate and Biosafety Association Workshop

BSAF's Videoconferencing and Webinar
Experiences

Recommendations for the Future

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Basics

- Have a reason for doing what your doing
 - What makes the most sense for your message
- Consider Options
 - Traditional
 - Higher Tech
- Consider Pros and Cons
 - Knowledge Base
 - Cost (sometimes it's free; sometimes it's not)

Higher Tech

- Webinar
- Videoconferencing

Webinar

- Basic form of mass communication
- Relatively straight forward to set up
 - Minimum technical knowledge
 - Help from In-house sources and vendors
 - Minimum amount of equipment
 - Everyone has a computer and phone
 - Nearly unlimited participants

Videoconferencing

- Technologically challenging if no help is available
- More limited applications
 - Not practical for more than two or three sites
(although many participants can be at each site)
- Individual participation difficult or challenging
- Works best when there is a central focus or topic
- **BUT VERY DRAMATIC, VERY INTERACTIVE, AND VERY EFFECTIVE WHEN USED APPROPRIATELY**

BSAF's Experience

- Very, very hot topic
 - High potential for changing the biosafety business in California
 - Extreme financial impact (millions of dollars per institution)
- Strong need to get “dramatic” (visual) involvement and engagement

BSAF's Experience

- Technological Requirements Met
 - Two institutions with advanced technology were available
 - Knowledgeable people at both sites
 - Plenty of advance planning to test systems
- Financial impact minimal due to cooperating institution and private company
- End result justified time and complexity

Realities & Practicalities in Videoconferencing

- Access to technological savvy professionals a must (at least in the beginning)
- Initial expense (capital outlay) of equipment if none is available
 - Five year lifetime
 - Option: find a partner who is willing to help (at least until the hardware drops)
- Follow Ups

THE FUTURE

- GOAL:
 - Increase communication between and among affiliates
 - One to One
 - One to Many
- MEANS:

Method	Probability of Success
Individual Sharing of Information and Resources from Time to Time	Marginal to Low
Central Source for Information, Resources, and Advice	Higher

Roles And Responsibilities

A Beginning

- Affiliates
 - Desire and Motivation
 - Willingness to Learn and Dedicate Resources (Personnel and Modest Financial commitment)
 - Distinct and Useful Programs and Topics
- ABSA
 - Willingness To Support the Concept of Affiliate Interactions
 - Development of Competencies to Share with Affiliates (initial priming of the pump)

Suggestions

- Affiliates
 - Begin discussions on newly created listserv
 - Agree that interactions (sharing of meetings in real-time is a desired goal)
 - Develop and present a reasonable proposal to ABSA
- ABSA
 - Expand competencies to include technology
 - (e.g., establish an internship program with a local academic institution (four year or junior college))
 - Provide a consistent unified template for affiliates to follow

Further Discussion Among The Group



Thank You !

