

# What is an ASEAN IPR SME Helpdesk webinar and why should you attend?

## What is an ASEAN IPR SME Helpdesk webinar?

An ASEAN IPR SME Helpdesk webinar is a free virtual seminar which you can join from the comfort and convenience of your own office or home. Attending our webinars can save you time and money, while still receiving key information and establishing speaker-attendee interaction.

Our content is *jargon-free and business-focused* and not only explains why the protection of Intellectual Property (IP) is important to your business but also covers practical information such as registration costs and registration procedures. The sessions also introduce counter measures for businesses that did not take preventative action and have had their products and services infringed. Enforcement and infringement actions are illustrated through practical case studies.

## How does the webinar work?

During the webinar, Helpdesk staff will first briefly explain the key tools available to the audience, before handing over to an ASEAN region Intellectual Property expert who will then deliver the presentation covering key IPR issues and illustrative case studies. Audience members will see the expert's screen and hear the expert's voice.

After the presentation there will be a live Q&A session during which the Helpdesk team will give the opportunity to allow selected audience members to ask questions to the IP expert directly via microphone. Audience members will also have the option to type in their queries. Please note that if you wish to have the option to unmute your microphone to ask questions directly to the IP expert, you will need a microphone built in to your computer or a headset with microphone.

The presentation will last approximately 45 minutes, and the Q&A around half an hour.

## How can I interact during the webinar?

**Polls** – at intervals throughout the webinar, audience members are asked to answer anonymous multiple choice questions related to IPR or your business. Live results will then be presented on the following slide as a starting-point for discussions.

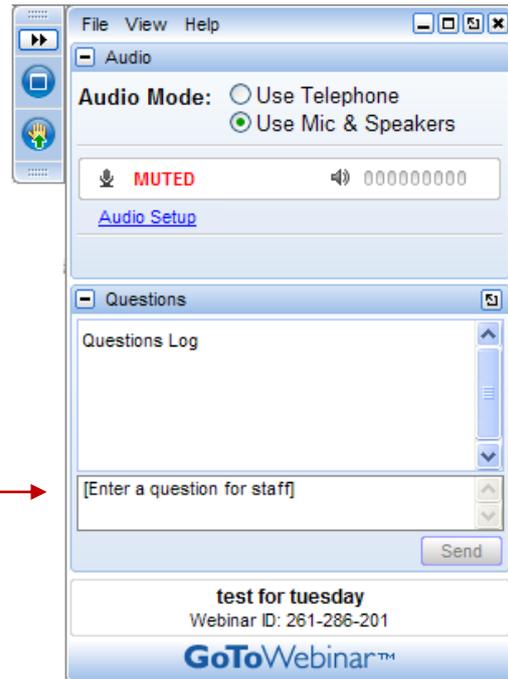
**Questions Panel and 'Raise Hand' Function** – Throughout the webinar you will be able to send questions to the Helpdesk team by typing them into the 'questions' section of your control panel and then clicking the 'raise hand' button (see diagram below). The Helpdesk team will direct your question to the IP expert to be answered during the Q&A session.

Hide control panel here

Turn on full screen here

Raise your hand here

Send the IP expert a question here



### Webinar registration and set-up

For the webinar, we are using an interface called GoToWebinar. Please follow the below simple steps to register and take part in the webinar:

1. Click the registration link on the webinar event page of the Helpdesk website ([www.asean-iprhelpdesk.eu](http://www.asean-iprhelpdesk.eu)) or in the invitation email. Fill in the required information and submit. Once your registration has been approved you will receive a confirmation email. The service offers the option to add the event to your Outlook or Google calendar automatically.
2. On the day of the webinar, click on the link provided in your confirmation email. You are then redirected to a download page on GoToWebinar.com. Please activate the download (a small executable file which only takes a few moments) by clicking the 'download software' button, then 'run' in the subsequent window. It is advised that you do this 5-10 minutes before the start of the webinar to be sure you do not miss the beginning.
3. Once the download is finished, your control panel appears on the right side of your screen. You then need to choose your audio type by clicking either 'Mic & Speakers' or 'Telephone' (preferably a landline). If you choose telephone, use the number and access code provided in your registration email. If you arrive ahead of schedule, please wait and the webinar will begin automatically.

If you have technical problems before or during the webinar, you can call their 24 hour technical support line (click here and choose 'contact us' to find the number for your country). Click [here](#) to see Gotowebinar's full Quick Start Guide.

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## System Requirements:

### Windows users:

- Browser: Internet Explorer® 7.0 or newer, Mozilla® Firefox® 4.0 or newer or Google Chrome™ 5.0 or newer (JavaScript™ enabled and Java™ 1.6 or higher recommended)
- Operating System: Windows 2003 Server, Windows XP, Windows Vista, Windows 7, Windows 8
- Processor: 2.4GHz or more (2 GB of RAM or more)
- Internet: DSL or better

### Mac users:

- Browser: Safari™ 3.0 or newer, Firefox® 4.0 or newer or Google™ Chrome™ 5.0 or newer (JavaScript™ and Java™ enabled)
- Operating System: Mac OS® X 10.6 Snow Leopard® or newer
- Processor: 2.4GHz Intel processor (1 GB of RAM or more)
- Internet: DSL or better

If you are asked to enable Java™ during the setup process, press the ‘enable’ button, and **then restart your internet browser** for the changes to take effect. Please note: you cannot just close the browser window. You must quit and restart the browser for Java™ to be enabled.

## Supported Mobile Devices

### iOS

iPad® 1 or newer

iPhone® 3GS or newer

iPod® Touch (3rd generation) or newer

Operating System: iOS 5 or newer

Free [GoToMeeting App](#) from the App Store

### Android

Operating System: Android 2.2 or higher

Free [GoToMeeting App](#) from the Google Play Store

### Windows

Operating System: Windows 8 or Windows RT

Free [GoToMeeting App](#) from the Windows Store. Organizer must be on GoToMeeting v5.0, build 799 or higher.

**NB.** This webinar platform considers your registration data as confidential and will not use the information to send marketing communications or third party offers. Click [here](#) to see their full privacy policy (section 2: ‘Business Information’).