



CLICK, LISTEN & LEARN

CLICK, LISTEN & LEARN (CLL) WEBINARS

TOOLBOX

APWA's Click, Listen & Learn (CLL) webinars are a valuable tool for your chapter or organization's education programming.

What is a Click, Listen & Learn?

Click, Listen & Learn webinars (CLLs) are interactive educational programs led by top experts in the field who share innovative ideas, proven methods, and emerging technologies in a fast-paced one-hour time frame. Programs can be introductory, applied, or advanced-level education. These programs align with APWA's monthly Focus On Public Works topics.

How Can Your Chapter or Organization Use CLL Programming?

CLL webinars offer a simple, ready-to-use option for "Lunch and Learn" sessions or chapter meetings. APWA supplies a one-hour program, handouts, and a Group Discussion Guide. Your organization or chapter only needs to provide a meeting space, a volunteer to facilitate the discussion, and access to stream the program. Chapters may register for live sessions or use previously recorded programs available in the Resource Center. Focusing on live sessions allows chapters and organizations to align education with the monthly Focus On topics. Additional resources and education related to the monthly topic can be found on APWA's [Focus On page](#).

Benefits of Using CLL Programming:

- Revenue Generation:** Chapters may charge a modest registration fee, creating a simple, low-cost revenue stream.
- Increased Member Engagement:** Regular "Lunch and Learn" sessions encourage ongoing participation and help members stay connected.
- Opportunity for New Members:** Timely or high-interest topics can attract nonmembers, offering a natural pathway to introduce them to the chapter and potentially grow membership.
- Value for Partner Organizations:** Organizations hosting a Lunch and Learn can offer structured professional development to their staff with minimal preparation, demonstrating a commitment to employee growth and industry best practices.

Steps for Hosting a Lunch and Learn using a CLL

1. Find a volunteer to organize the Lunch and Learn. The time commitment is approximately two to two and a half hours total, including program time.
2. Select an appropriate program for your audience. Ensure that the proficiency level matches your audience. Upcoming programs can be found on our [events page](#), or previously recorded programs can be found in the [Resource Center](#).
3. Secure a space and ensure you have proper technology to stream the program.
4. Send an invite to your group.
5. On the day of the program, double-check your technology and send out materials to participants. Handouts for previously recorded programs can be found in the Resource Center. If you are using a live CLL, you will not have access to materials until the program starts.
6. Following the program, use the Discussion Guide to extend the learning. It is recommended to allow approximately 30 minutes for discussion.

Frequently Asked Questions (FAQ)

1. What is the cost of accessing a CLL webinar?
Live programs are free to members and \$99 for nonmembers. Recorded programs are only available to members and can be found in the Resource Center.
2. Who should facilitate the discussion?
A volunteer or staff member familiar with the topic or group dynamics is ideal. APWA provides a Discussion Guide to help facilitators lead meaningful conversations.
3. Are handouts available for the program?
Handouts for recorded CLLs are available in the Resource Center. Handouts for live programs become accessible once the program begins.

If you have any questions, please contact the APWA education team at education@apwa.org or (800) 848-2792 option 2.