

Masterclass webinar concept

January 2026

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ABOUT

- **What it is:**
 - Live, interactive online session
 - Allows learners to engage directly with a recognized practitioner, on a specific topic.
- **Value:** provides high-quality, expert-led training in specialized topics.

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FEATURES

- **Language:** English, French, Spanish
(automated translated captions, as available)
- **Duration:** 90 minutes
(recommended)
- **Platform:** Zoom
- **Pricing:**
 - Free
 - Fee (range: 20-40 USD)
- **Cohort size** (optimal): 50-80 *(up to 300 pax. possible)*

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METHODOLOGY

- Short, focused, engaging
- Emphasizes **one specific theme**, problem area
- **Practical:** based on case studies, examples, problem-solving, demonstrations
- **NOT** lecture-based
- Limited presentation, **encourages interaction**, Q&As

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PARTNERSHIPS

- **Custom cohorts:** institutional fees available
- **Sponsorship options:**
 - Funding / In-kind to support accessible knowledge-sharing
 - Increase brand visibility
(ITU channels: learning platform, promotion materials, social media)

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SAMPLE STRUCTURE (AGENDA)

00:00 - 00:10	Welcome & Introduction	• Objectives, live poll, short interactive question
00:10 - 00:40	Expert Presentation	• Expert-led topic deep dive topic (case studies, demos, real-world examples).
00:40 - 01:00	Applied Case / Interactive Segment	• Guided walkthrough of a case study or problem scenario (with participants inputs, interactions)
01:00 - 01:20	Q&A and Open Discussion	• Expert commentary, insights, debate, practical guidance and clarifications
01:20 - 01:30	Wrap-up	• Key takeaways, resources shared, information on follow-up opportunities