

EAUC Wednesday Wins

Presenting a Webinar

Planning:

- Know your audience, I always have a look at the delegate list in advance of a webinar and if I have speakers I share basic details of who is attending (not contact details only public domain stuff, but we also ask permission from those who sign up)
- Branding. Use this where you can, look at branding options in your platforms
- Remember that some users will be using their mobile devices. So think about increasing text size for mobile users and make any visuals less word intensive.
- Choosing the right speaker, can provide both information, authority and credibility
- It's often useful to have a helper..... someone to keep an eye on things, for example when your internet is flagging, or if delegates can't hear you. But also keep an eye on Q&A or raising a hand, help attendees who are struggling with technology etc.
- Practice, practice, practice
- Tell them what you are doing if you are going to be quiet.... They can't always see what you are doing so describe it. E.g. I'm going to have a quick drink of water
- Have questions ready for Q&A to get discussion started
- Write a script – but only notes, go off script if things go that way
- Don't rush, explain things

Practical:

- Check it works, check sound, check visuals, check presenters know how to use the facilities
- Ensure all presenters know what they are doing, and what to expect. Do a rehearsal if possible.
- Mute participants to reduce background noise.
- Let people know they are in the right place. Holding slides at the start of the event help.
- Start on time.

Scripts and presenting:

- Stay natural, bullet points
- Include numbers and stats
- Write for international audiences
- Share personal experiences
- Set the tone – introduce yourself, thank them for coming, housekeeping, give people a reason to stay, keep it concise. Grab attention, be creative

Presentation tip:

When you're leading a webinar, *you* are the element people pay attention to. The more animated you are, the more engaged your participants will be. Every new tone change or gesture recaptures disengaged audience members because it suggests that something new and different is happening.

If your speaking style needs some work, try this: Take two minutes out of your day to speak out loud about anything. The trick is to do it with classical music playing in the background.

Classical music is extremely rigid in terms of rhythm. While speaking over classical music, your body movements and tone changes will unconsciously adapt to emulate the style of the music you're listening to, which happens to be the perfect style for a great presentation.

EAUC Wednesday Wins

On the call:

- Tell delegates what to expect, introduce the technology. Tell them how long the session will be.
- Make sure people can see you and look at the camera, try not to read a script
- Be passionate and energetic, find some energy but be yourself
- Pretend you are in a room, you can look at your notes but don't read them.
- When using slides turn video off or on depending on whether the slides are background or focal point
- Slow down, remember there is sometimes a lag between what's on your screen and what delegates can see

Ways to engage your audience:

1. Gamification
2. New Formats
3. More interesting to hear new voices, or vary your voice
4. More slides with less text, more visuals
5. Chat's, polls, videos, quizzes
6. Social aspect – engage use private boards, twitter etc post event

Some Stats

- Mid-week days are considered as the best days to host a webinar, with Tuesday and Wednesday being your best bets.
- Webinars should ideally be 30 to 45 minutes long.
- 10 am - 11 am is the time people prefer most for holding/attending webinars. This needs to be adjusted for an International Audience.

