Tips for Presenting a Webinar

Preparing:

- Plan for the presentation portion of your webinar to be between 25-40 minutes and allow 10-15 minutes for questions.
- Your audience – BIAV allows anyone to sign up to participate in our webinars. We market webinars according to the topic and content such as caregivers, people with a brain injury, professionals or a combination.

Slides:

- Avoid distracting animations or too much content on a slide.
- Try to plan about one slide per minute.
- Maintain consistent design.
- Try to have no more than six bullet points down per slide.
- Use more visuals than you would during a face-to-face presentation.

The day of:

- Plan to log in 20-30 minutes before the webinar start time to assure technology is set up and ready for the live presentation.
- Silence and turn off other phones in the area, plan to present in a quiet place where there will be no interruptions.
- Have a clock or timer available.
- Remember…silence is ok, take a pause to allow your attendees to process and absorb your message or use silence as a strategic pause to transition from one point to another. Many presenters speak too quickly when presenting, building in planned pauses allows you to slow things down.

Engaging Attendees:

- Try to leave your attendees with key takeaways and action items.
- Some good strategies include:
  o Tell stories
  o Speak to personal experiences
  o Include video or bold imagery
  o Include case studies or real-world scenarios to help illustrate points.

Technology:

- The webinar platform that BIAV will be using is GotoWebinar.
- This platform includes features to assist with audience engagement such as:
- Q&A: ask attendees questions and discuss their responses.
- Polls: prepare poll questions, which can be launched during the webinar to engage attendees and get real-time feedback.
- Drawing Tools: use a highlighter, pen, spotlight and arrows to highlight and annotate your content.