



HOW TO RUN AN EFFECTIVE WEBINAR

#2

Here we share some best practices for delivering a webinar to keep your audience engaged

PREPARATION

- **Review your current webinar provider tutorials**
 - Make notes on key points
 - Change your setup accordingly
- **Create the agenda and background info in Word**
 - All the webinar services are under huge pressure at present, so info doesn't always "save" online first time
 - Create all your text in Word first, then copy/paste it into the relevant fields online as you set up your meetings
- **Set up your "studio"**
 - Position your camera so there's a plain background behind you
 - You can hang a sheet if needed
 - If using Zoom, you can set an image to be your background to hide your own surroundings - see my how-to video at <http://tiny.cc/5whnlz>
 - Position an LED light in front of you & above your head height to illuminate your face

**RUN A PRACTICE SESSION!
FIND A COUPLE OF PEOPLE
AND DO A DRY RUN WITH
THEM TO FIGURE OUT HOW IT
ALL WORKS**

DELIVERY

Online is different to in-person. Talking to camera can be daunting - just relax!

1. **Start the webinar 10-15 minutes early**
 - a. People need time to connect in, and get familiar with the setup
 - b. Greet people by name if they've had to register for the webinar - creates a sense of community and friendliness
2. **Keep online sessions to less than an hour**
 - a. Attention spans are far more limited in front of a screen, and they're tough on the presenter too!
3. **Send out pre-reading beforehand**
 - a. ... and ask everyone to show up prepared having read through the materials
4. **Set everyone to Muted by default.**
 - a. Ambient noise can be a problem if everyone has their mic open, so at the start of the meeting ask everyone to keep their mic muted unless they are speaking
5. **Have your webcam roughly at eye height**
 - a. Use books or a stand - otherwise everyone will be looking up your nose - not a good angle!
 - b. If the background is bright, you'll just be a silhouette, so place a light in front of you and slightly above your head height for best effect