

An excellent web presentation, or webcast, is the result of success in four major areas:

- relevance of the content
- quality of the visual presentation
- delivery dynamics
- inclusion of a call to action

There are two important people who will assist you during your entire webinar experience: the host or producer, and the moderator.

**The host** (sometimes known as the producer) will handle technical glitches and logistical problems behind the scenes, allowing the presenter to concentrate on the interactive presentation. The host will also send the calendar invite, set up Webex, open and conduct the practice session, and close the event after it has ended.

**The moderator** will begin the webinar by thanking the attendees for joining and introducing the webcast and the presenter(s). The moderator will also monitor the chat for Q&A and sometimes engage in a tag-team relationship with the presenter to make the presentation more engaging.

## Relevance of the Content

- Make sure the content adheres to these two adult learning principles:
  - ▶ Adults' readiness to learn is linked to what they need to know.
  - ▶ Adults' orientation to learn is focused on problem solving, rather than the content or subject.
- Create objectives and outcomes you want the audience to achieve.
  - ▶ "At the end of the presentation, attendees will be able to \_\_\_\_\_."
  - ▶ Refrain from using *know* or *understand*. Use action verbs such as *describe*, *list*, *explain*, *compare*, *differentiate*, *plan*, *formulate*, and *assess*.
- Customize the presentation for the audience. Use vocabulary and situations that your audience will relate to the most.
  - ▶ Ask your ATD contact for the attendee demographics for your webcast. Participants might include instructional designers, trainers, coaches, human resources or organization development staff, consultants, e-learning specialists, and senior leaders of learning.
- When deciding on a title for your webcast and slide presentation, think about your content; they must go together.

## Quality of the Visual Presentation

- Use the ATD webcast PowerPoint template (to conform to font and color requirements). Only sponsors should use their own branded slides.
- Ensure consistent and abundant use of appropriate visuals:
  - ▶ High-res images and stock photography
  - ▶ Data graphs and infographics
  - ▶ Charts and tables
  - ▶ Screen captures
  - ▶ Document images
  - ▶ **Note: no clipart or comics**
- Include one visual per key point to make the point memorable. Prepare your presentation with the goal of switching slides every three to five minutes.

- Mix visuals with text slides, and alternate text and graphic placements:
  - ▶ Direct quotes are acceptable, when used sparingly.
- Company logos are not allowed in presentations, unless you are a paid sponsor of the webcast.
- Minimize the use of blocks of text, use short one line bullets. Observe the 6x6 rule:
  - ▶ no more than six bullets per slide
  - ▶ no more than six words per bullet.

## Delivery Dynamics

- Use only 45 minutes of content. (Allow five minutes of welcome and introductions, and allow 10 minutes of Q&A.)
- Use a mix of delivery techniques—your presentation should be more than lecturing.
  - ▶ Ask questions, or state challenging or complementary facts or quotes.
  - ▶ Share best practice and optimal use strategies.
  - ▶ Discuss relevant case studies, war stories, lessons learned, and even nonexamples (as appropriate).
- Be familiar with the technology and incorporate these features into the presentation:
  - ▶ **Chat.** Get responses to questions you ask, and answer questions during the presentation.
  - ▶ **Polls.** Encourage participant interaction and collect feedback from participants.
  - ▶ **Annotation.** Make visuals interactive.
  - ▶ **Application Sharing.** Share your desktop, websites, or documents. This allows you to demonstrate steps or actions online.
  - ▶ **Streaming Video.** Stream video of the presenter, which creates a sense of connection with attendees and establishes rapport.
  - ▶ **Note:** Your webcast host will administer all polls, and the moderator will monitor the chat.
- Be prepared.
  - ▶ Send your slide presentation to the moderator or host 24 hours in advance of the webinar.
  - ▶ Secure a quiet room that you can use for two hours on the day of the webinar (one hour for the practice session and one hour for the webinar).
  - ▶ Prepare your audio. A landline is best for audio. You can use a landline headset for hands-free presenting. You should not use a speaker phone.
  - ▶ Print a hard copy of your slide presentation for use if there are any technical issues.
  - ▶ Use the one-hour practice session prior to the event to ask the host any questions, especially regarding the technology or the process.

## Inclusion of a Call to Action

- Summarize your key points, review objectives and outcomes, and end on a high note.
- Ask participants to “chat” one thing they are going to use from this webcast; open the session for questions.
  - ▶ Ask your moderator to review the chat and call out any highlights or trends as the participants are chatting.
- Upon the presenter’s approval, a PDF of the slide presentation will be made available on the landing page of the webcast. If presenters choose not to provide a PDF of the slides, they are encouraged to create a one-page summary for attendees.