Webinar Presentation Hints
Preparation

• Prepare properly for the webinar
  • Rehearse!
  • Go through a sound check before the webinar begins
  • Find a quiet place with no noise or any other distractions (like dogs)
  • Turn off the volume of other phones
  • Use the handset of your phone or headphones; not the speaker phone
  • Keep a clock nearby
  • Make a list of all of the things that you want to have on hand before the webinar starts, including water!
Slides

• Use more slides than you would for a face-to-face talk
  • When audiences cannot see you, it gets boring just looking at one slide for more than 1/2 to 1 minutes.
  • Use more visuals to keep people’s attention, and less bullet points
  • Keep slides to-the-point

• Have a photo of yourself on your introduction page
  • This is so that people can visualize who is speaking.

• Present your key message
  • Decide how you are going to structure your webinar
  • Use stories, examples, regulations, analogies, etc. to back up your statements
To do or not to do

• Don’t use animation for new slides
  • It can be very annoying.
• But animate yourself
  • You want to come alive during the webinar
• Stick to the topic and don’t promote yourself or your company
  • No one wants to hear a sales pitch
• Leave time for questions