

Effective webinars

90-minute webinar

As technology has progressed you can now replicate most of the techniques you'd have face-to-face to keep a group of people engaged in what you're doing.

How can you make the most of your webinars, though, without detracting from your message?

If you choose to use different functionality how can you make sure it doesn't 'throw' you while you're presenting?

This practical session explores how to set up a virtual presentation to succeed, creating a structure and planning interventions as well as considering ground rules and how to share documents.

Learning objectives

- Understand how to structure a webinar effectively
- Be able to draw on different interventions and functions to get the most from your content
- Know how to share slides, documents and video to maximise engagement
- Have confidence sharing ground rules for participants
- Know how to plan for overcoming technical issues

Webinar overview

9.00 Welcome, agenda, overview

Participants explore how our perception of a presenter is altered by their technical abilities. What do we think when a session is all talk? Or how about when things don't work well online, or people don't mute their mics?

9.10 Understanding your purpose

We present virtually for lots of different reasons – understanding what you're looking to achieve makes it much easier to do what you set out to.

9.25 Using your platform's functionality – appropriately

What works well and what doesn't? Using several case studies, participants discuss what sort of functionality they might draw on in a variety of different situations. Breakout rooms may be available, for example, but you wouldn't typically get board members in pairs discussions in a meeting face-to-face so why would you virtually?

9.45 Setting things up to succeed

The importance of preparing participants, sharing documentation, managing your own confidence and nerves and ensuring you're in a location where you have good internet and won't be disturbed. Starting the presentation by encouraging participants to ask questions and self-mute.

10.05 Creating webinar presentations with visual impact

When people are attending a presentation virtually it's a bit harder to keep them engaged. Participants review several PowerPoints and explore what works and what doesn't work in a virtual environment. When should you ditch the slides completely?

10.20 Action plans and next steps

Participants reflect on their next steps and how they will implement their learning in the workplace. Each person makes a commitment for what they will do differently in a group whiteboard which can be circulated to participants following the session as a reminder of their actions.

10.30 Close