

How to present a webinar

90-minute webinar

Some of the greatest presenters we know struggle to have the same impact when delivering their presentations virtually.

You'll see people who are normally hugely charismatic slumped over laptops, or people ploughing through dozens of slides because they struggle without being able to 'read' the audience. In the past webinars and presenting via videoconference were less common than face-to-face and we made allowances, but as the world is changing and video presentations have become part of everyday life, audiences are expecting more.

This practical session gives key tips on how to adapt your presentational strengths to a web environment, engage the audience, maintain structure and get across key messages.

Learning objectives

- Understand the behaviours of great webinar presenters
- Be able to structure your content to manage your audience's engagement
- Manage your body language and voice effectively
- Know how to get the level of detail right
- Ensure your key messages get across

Webinar overview

9.00 Welcome, agenda, overview

What are the behaviours of great virtual presenters? Welcome, agenda, objectives.

9.15 Knowing your purpose

Getting a clear idea of what you're looking to communicate in the presentation and what you want to achieve. Is it an update, a training course, a sales presentation? Being really clear helps you to make decisions about what to say and what to leave out.

9.30 The three channels of presenting

When we communicate, we're in control of three channels: how we sound, what we say and what we show. When we work virtually this can mean we're either using three channels or two (telecon). What are the positive behaviours for each channel? What can get in the way? Using your voice to maximise engagement. Practice from a member of the group – with feedback.

9.50 Clear and concise

It can be easy when presenting virtually to 'fill the silence'. Techniques for 'reading' an audience you can't see, staying clear and using language to convey credibility.

10.05 Using visual aids

Whether to use whiteboards, PowerPoint, flipcharts or no visual aids depends a lot on the kind of presentation. How to use each effectively.

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