

CHECKLIST FOR PRESENTING AN ENGAGING WEBINAR



Attend the one-on-one training with your Blue Sky Event Manager one week prior to event.

- Become familiar with how the web conferencing console works and how you will interact with the audience.
- Review the flow of the presentation between presenters and the moderator.
- Work out whether speakers introduce each other or hand back to the moderator when they finish their section.
- Know who will read audience questions.
- Identify any off-limit topics during the public Q&A session.
- Provide the final file for Blue Sky to optimize in the console.
- Log in and call in to your event 30 minutes prior to going “live”.



Rehearse the presentation

- Deliver your full presentation out loud as if there were an audience listening.
- Work out timing.
- Find the right words.
- Become comfortable with transitions and segues between talking points.



Find expendable content

- Plan your content so the most important information is up front.
- Identify slides near the end of your presentation you can skip if you are short on time.
- If you need to skip information, don't call attention to it.



Use a checklist for day of event

- Turn off cell phones and mobile devices.
- Mute your computer sound and shut down applications such as email and instant messaging.

- Keep a glass of liquid handy to combat dry mouth.
- If you have two telephone lines, make sure the second line can't start ringing during your presentation.



Have a backup plan

- **Backup computer**— If the primary machine crashes or the presenter accidentally closes the session window, you can continue from the second where they are already logged in.
- **Backup telephone**— If one disconnects, you can continue from the second line with minimal disruption.
- **Print** -If connection is lost, you can continue talking through the presentation while a moderator advances the slides.
- **Separate networks**—Presenters and moderators are on separate networks. If your system drops because of a local Internet failure, your Blue Sky event manager can continue to advance slides.



Keep your energy level up

Physical activity encourages greater oxygen flow in your bloodstream, which translates to a more energetic delivery.

- Stand up and pace while you speak.
- Make hand and arm gestures while talking.
- Finish sentences as strongly as you begin them.
- Watch out for dropping your energy at the end of a list of items.



Use enthusiasm

- Demonstrate for your audience why they should care about the information you are imparting.
- Keep enthusiasm in your vocal tone and in the words you use.
- Make technical facts more interesting by adding explicit statements of their value.
- Remember to smile every so often. Your audience can hear the change in tone that accompanies a smile.



Vary voice pitch and delivery speed

- Consciously change the pitch of your voice and your speed of delivery.
- Every small change in your delivery style refocuses your audience's attention on your voice & content.



Address your audience as individuals rather than as a group.

- Use the singular “you” in your statements and questions.
- Each listener should have the feeling that you are speaking directly to him or her.



Script opening and closing paragraphs

- Move smoothly into your subject with a confident, comfortable introduction
- Finish strongly with a well- planned summary and call to action for the audience.
- Keep the rest of your presentation conversational.
- Use bullet point notes to help you remember the key talking point for each slide.



Slide creation tips

- Avoid the use of text slides as a presentation script you read.
- Break up key points into individual slides.
- Find graphics to help emphasize and complement your vocal presentation.
- Use high contrast colors- foreground text can be easily seen and read over the background.
- Make text and graphics large and easy to read at a glance
- Provide handouts for large amounts of text, data, graphs, URLs..... -NOT in your slides.
- Make your presentation about the **value and use of the data**, not about the factual information itself.



Use platform tools to focus audience attention

- Use annotation features to draw lines, arrows, boxes, and other highlights. This pulls your audience’s focus to the screen and their attention to your speaking point.



Interact with your audience

- Invite participation by including polls or questions & responses -frame these in terms of value to your audience. Each time you ask for information, tell your audience how answering your question will benefit **them**.