Create Effective Webinars

The Challenge of Communications

The challenge of communcation in the current environment is that we have to compete with a wide range of competitors for a chance to get our message, information or training across.

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How Can You Compete?

Quality - do not compromise on the quality of what you deliver and strive to deliver the best video, audio, slides and interactive experience that you can.

Simple to Use - one click opens one screen.

Good Clear Pictures and Sound - deliver a high quality experience

Good Clear Slides - deliver nicely designed, legible slides.

Deliver Good Content - content that is relevant, interesting and focused.

Deliver Everything That You Would Expect to Deliver in a Conventional Seminar in a Room

See and Hear the Presenter - you would think it a bit strange if a presenter simply showed you some slides and talked over them whilst sitting in another room! Ensure that your audince can see the Presenter clearly and hear them with good audio.

Accompanying Slides - most Presenters in a room would use some slides so why would you not expect to see some to back up and emphasise the points being covered?

Questions from the Audience - Interaction is normal human behaviour so you would expect to be able to ask the Presenter questions - whether the webinar is live or recorded.

Ask the Audience - Presenters would expect to be able to ask the Audience questions to find out their views, get some feedback or for testing purposes.

Handouts - most seminars include some kind of handout and you would expect to be able to give some kind of handout with the presentations.

Other Key Tips

Interactive - Keep your webinar as interactive as possible, this will help to maintain engagement.

Different Materials - use different video clips, refer to slides and keep your audience attentive.

Break up a Long Webinar - if your webinar has to be long, break it up with regular breakout sessions, pauses, and breaks.

Control - give your audience the ability to control Playback with the ability to Pause, Rewind, Review, and Refresh their memory at any time and place.