

## Guidelines for Webinars

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# Guidelines for Webinars

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## GETTING STARTED:

Email [learn.na@atkinglobal.com](mailto:learn.na@atkinglobal.com) to schedule training webinars.

Plan a “dry run” no less than 24 hours before the actual webinar to practice the presentation with University staff. We are happy to schedule more than one if you’d like.

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## DEVELOPING YOUR PRESENTATION:

Think of your presentation as a way to build skills rather than teach a topic. Cognitive science reminds us that once we are experts, we can no longer remember what it’s like not to know something; the brain writes over the neural pathways as you learn. Help your learners by including the following guidelines.

### Prepare Introduction

#### Title Slide

This is the first thing your audience will see so it should be interesting. This can include a rotation between several different slides or photos pertaining to your presentation which will provide entertainment for your audience until presentation is ready to begin.

#### Webinar Manners slides

These will be provided to you by Atkins University staff.

#### Bio slide

Include photo and 3 – 4 bulleted facts about self

#### Agenda

Provide an agenda so participants know what will, and will not, be covered.

#### Learning Objectives

What is it that you want your audience to learn and remember? It’s important to inform them of what they’re supposed to learn up front. State each objective using action verbs

Ex: “By the end of the webinar, participants will be able to:

- Demonstrate where to find salary information in the Managers’ Resource Center.”

## **Prepare Body**

Think about the presentation as 3-5 minute chunks of learning to fit the typical attention span, today. Plan for a max of 5 bullet points per slide, using only 5-7 words per point. To keep your audience focused, plan for no more than 1 minute per unanimated slide. Remember, participants will be reading the moment they see the slide, and won't hear what you say for the first 10-20 seconds, and then will tire quickly of looking at one slide for extended durations.

### **Transition slides**

The brain learns by chunking and categorizing. Use interim slides to transition from one section of the agenda to the next. This helps participants to “chunk” the content more easily. Changing slide color, or using mid-slide subtitles, or a visual map that highlights the current sections are all good options for this. Show something on the screen at all times, subtle animations will help keep their attention. No overly-animated transitions, please. WebEx does not display those well.

### **Include Annotations**

It may be necessary to note comments or thoughts using some type of call-out on your slides to draw attention to a certain item or statement. Also, feel free to use the Notes section within PPT to make instructor notes. Remember, notes made in this section will not be visible to your audience as you present. Use animation like one at a time bullet points, WebEx's pointer, or annotation tools so participants have something to pay attention to.

### **Build in Interactivity**

Remember the length of the typical attention span? At the end of a chunk, ask a question for discussion, use a poll, or include a short problem that illustrates what's been learned. All of these can be included as slides in the presentation.

### **Polling Questions**

Use polling questions for engagement and help participants to trust you. Use the annotation tool to mark the correct answers to a quiz question after the poll results are in. This allows you to provide the “right” answers during the session while using the same PPT slides included in their PDF handout.

## **Demonstrations**

Balance demos with learner participation. If you are going to talk about 4 steps in a process, ask participants “What do you suppose the first step is?” and let them comment as you get started, or say, “We’ve gone through 3 steps and you can see the pattern. What is the 4<sup>th</sup> step likely to be?” and again elicit comments. Keep them *thinking* along with you, not just passively listening.

## **Discussion Questions**

When you ask a question, give people time to think. Don’t be afraid of silence - it’s OK; you can’t see their “thinking” faces in a webinar. You could even ask people to share their own examples if you know someone can be succinct in sharing.

You might also consider using the Chat feature in WebEx and encourage participants to make comments during the session. The University host can help monitor chat comments and interjections which will allow you to connect more directly with your audience and make participants feel they are part of a learning group.

## **White Boards**

Allowing participants to use the white board is helpful when brainstorming or asking for candid responses. Switch from slides to the whiteboard to draw illustrations if you are training something visual, such as drawing a model concept. Or if the participant group is small, divide them into pairs or triads, split the whiteboard into 4 parts with lines and have each small group work on an activity in their quarter.

## **Break-out Sessions**

This can be helpful when needing to divide participants into small groups to complete activities which reinforce the training topic.

## **Prepared Questions**

While you should never fear silence when attempting to engage your audience, you may find that feeding a few prepared questions to participants you know can be helpful in reinforcing your talking points. You will need to assign this question to someone prior to the start of the webinar. Be sure to provide when and how you want the question to be posed.

## **Include Graphics or Photos**

We learn best through pictures, not the written or even spoken word. Vision is our most dominant sense and takes up half of our brain's resources. Use this to your advantage! Our brains are efficient at recording detail but excel at seeing patterns and abstracting the meaning of an event; so, using colorful, interesting graphics or pictures will go a long way to help keep your participants focused and engaged. You can also paint colorful visuals for your participants by using descriptive words, telling narratives and describing events using various emotions, which appeals to all of our senses.

If you have any questions on how to include and use any of the items discussed above, let your University coordinator know. We're happy to assist!

## **Prepare Conclusion**

Memory is not fixed at the moment of learning so summarizing the main points of your presentation during your conclusion will help make the learning stick. The rule of thumb is to "Repeat to remember. Remember to repeat." ([Brain Rules](#), Medina) In order to ensure your audience will retain the information you provide for the long haul, repetition is necessary. You'll need to keep it brief – no need to restate *every* talking point – and direct. Your audience will appreciate the summary and so will their brains!

## **Recap Highlights**

These are the main points you want to make sure they remember now and in the future. Be direct and try to recreate the same multi-sensory setting for each summary that you introduced in the body of your presentation. This will make it easier to locate that information and store it away in their noggins for future reference.

## **Summarize Using Bullets**

These are the points you want to make sure they remember now and in the future. Be direct and try to recreate the same multi-sensory setting for each summary that you introduced in the body of your presentation. This will make it easier to locate that information and store it away in their noggins for future reference.

## **Provide a Final Thought**

Be sure to give your audience a sense of closure on your topic by leaving them with a final thought which will serve to guide them into further thoughts and desire for learning beyond your presentation. Try to use a quote that summarizes your main points or directly aligns with the topic.

## **Contact Slide**

This should provide your audience with the information or references they will need if they choose to follow up with you or decide to continue their studies on the topic. Be specific and give contact names, numbers, and email addresses. Be sure to note any books or reference materials you may have used or recommend as well.

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## **PREPARING TO PRESENT:**

Exercise, or in this case *practice*, boosts brain power! To improve your facilitation skills – practice. Science has proven that the more one practices being successful, the more successful one becomes. Practice alone, and then practice on friends and family. Since they aren't familiar with your presentation, they may be able to provide you with new insights and candid feedback regarding your visual presentation and your facilitation skills. Remember, practice makes perfect. So, go on, perfect yourself! Your audience will thank you for it.

## **Presentation & Facilitation Tips**

### **Virtual Facilitation**

The majority, if not all, of your audience won't be able to see you while you present so using physical body language to support your talking points will be lost in a virtual classroom. To make your point and keep your audience engaged, practice your delivery and use of virtual body language using vocal variety. This is extremely important as you need to be able to "connect" with your audience. When you talk to your family and friends on the phone you use vocal variety to convey your excitement and emotions. A virtual presentation should include that same vocal variety.

## **Incorporate Feedback**

By now, you should have received some feedback for your visual presentation and your delivery. Don't be offended by it. Instead, be thankful they thought enough of you to offer some constructive criticism. While you don't have to incorporate all of the feedback you received, you should evaluate each suggestion and use those that will serve to improve your presentation and delivery. You'll have an opportunity to practice your presentation on University staff. We'll provide additional feedback at that time, too. Once you've made the necessary adjustments we can practice again if necessary.

## **Finalize Presentation**

This is the final step before you take the big leap. Be sure to send the final version to your University coordinator. The coordinator will use this version to create presentation handouts and any quizzes that may be necessary.

## **Test Their Knowledge**

WebEx allows surveys or assessments to be included either during or at the end of a webinar. Each participant will get their scores automatically. Telling your audience, in advance, there will be a test at the end is another way to encourage engagement and help them focus on learning.

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## **THINGS TO REMEMBER:**

Now that your presentation is ready, relax. The more comfortable you are presenting, the more comfortable your participants will be listening.

## **Information to Send**

### **Presenter Bio**

Three paragraphs clearly showing why you are qualified to train your target audience on this material, including one or two personal interests you don't mind sharing with your audience.

### **Final Version of Presentation**

If you have any questions or need anything else, the University staff is at your disposal. Contact your coordinator directly or email the University at [learn.na@atkinglobal.com](mailto:learn.na@atkinglobal.com).

Now, take a deep breath, and give yourself a pat on the back. We knew you could do this! Best of luck on your presentation, and we'll "see" you soon!!