

Your Webinar: Tips and Tricks

1 Technical Procedure

We will integrate a previously recorded presentation or webinar into our program and play the video during an indicated period. In the case of a live webinar or discussion, we will use the videos as so-called classics streams. That means the audience can see and hear you, but not the other way around. However, a text chat will be available the whole time, which the participants can use to ask questions. Of course, you can also share your screen. The participants will then see your screen and your webcam picture.

In case of a live presentation, we will send you a link a few days before the event begins. Please save this link. **On the day of your presentation, we will ask you to click on the link and to log in 15 minutes before your webinar is scheduled to start.** Our event coordinator will be waiting for you and will discuss the final details with you. Please switch on your webcam, audio, and screen transmission if you would like to use it. At this point, the participants cannot see or hear you. Only when the presentation begins the image that you see, will be transmitted.

One of our staff members will be by your side for the entire webinar (mute, no webcam). Moreover, he will host the chat and support you if a problem occurs.

2 Technical Requirements

It is essential to have a stable Internet connection. If you can already easily participate in video conferences, then you will have no problem. However, if you are experiencing jerky images and connection problems, please find a place for the webinar where you can present your webinar without disruptions.

In general, a laptop webcam is often sufficient. However, most of the time, an external one is the better choice. Nevertheless, the sound is even more important. Therefore, we recommend using a smartphone headset (at least), and we advise against using a microphone that is integrated into your laptop. The best choice would be an external microphone.

! **Tip:** The lighting and background are also vital components. Make sure that the light from the front is even and that the background looks professional. Especially beds or kitchens in the background can quickly appear as semi-professional. Bookshelves, offices, or the classic white wall are a better choice.

3 Interaction

While being online, interaction is essential. Therefore, you should mainly focus on encouraging participants to listen, process, and to think for themselves. Because even though the attention span is no shorter than in an actual hall or on a real stage, there are many more ways to distract the audience.

During your webinar, always think about how to get the audience to interact because then you can keep and maximize their attention. Moreover, always keep in mind that interaction is not necessarily about exchanging views but about encouraging the audience to act. Those actions draw attention to you and your topic.

Tips:

! **Encouraging the audience:** An example of encouraging the audience is by suggesting to "think along" by asking rhetorical questions. Questions automatically lead us to searching for an answer, even if it is only subconsciously.

! **Ask the audience to take notes:** Here it may be useful to provide a ready-made "worksheet" or handouts on which the core questions to be answered are written down. Also, a short gap text or templates for diagrams are a good idea. In this way, the audience is always taking notes and is automatically listening to you.

! **Communicate with the audience by using the live chat:** Another possibility is to communicate via text chat. If you decide to do a live presentation or webinar, you can then respond directly to the input of the audience. Scales (on a scale of 1-10) or yes/no questions are a good idea. You can also use multiple-choice questions by giving three possible answers. Or you ask more complex questions. That way, you gain a deeper interaction and show great appreciation for your audience. You can do this not only at the end of your presentation but already during your webinar.

4 Story

Do not just inform your audience, but tell stories. You can talk about your company's story or the development process of your new machine. A case study can be interesting too.

A presentation or webinar does not have to be boring and or extremely technical to be professional. It is much more important to get and keep the attention of your audience. Always keep in mind that every person decides mainly on an emotional level and therefore try to address this emotional side. Thus, think about what the topic means to you and your customers. Moreover, think about the aspects and message you would like to convey.

5 Slides/Presentations

One of the biggest mistakes is to draw up a presentation and the corresponding slides at the same time. That often leads to the problem that slides are used as notes for the webinar. You can do it that way, but then go over your presentation again and think about what makes sense from a listener's

point of view. Above all, you should think about how the slides complete your webinar in a meaningful way. Because if the slides only show what you are telling the audience, then they are superfluous. Think about how the presentation will underpin your words and increase their effectiveness:

Tips:

- ! **Clear Statements:** You have to make sure that each slide has a clear statement that is understandable at first sight. And if you need to clarify a more complex context, try to explain and show it to your audience bit by bit. But please do not use exaggerated animations. A clear and simple appearance is enough. An overloaded slide only confuses your audience, and the overload either causes people to switch off or distracts the audience from your words as they are only trying to understand the slide.
- ! **The Perks of Using more Slides:** The best way to present plenty of information is to put it on several slides, each with clear statements. Do not try to place all that information on one single slide. Also, remember that your audience is full of people who are participating from their smartphones, and therefore keep in mind that the font should not be too small.
- ! **Pose Questions:** Keep in mind that it makes sense to pose several questions and then answer them instead of writing the answers on the slide and then repeating them. In this way, the slide does not distract from your answer but increases the audience's interest. Moreover, using this technique, you can also create more interaction.
- ! **Pictures:** Pictures are also a great addition to your presentation. You can use them to underline your core message. Royalty-free images: <https://pexels.com>
- ! **Change of Methods:** You do not want your audience to get bored? Then you have to show a new angle from time to time. By using slightly different designs for your slides, you arouse curiosity and attract attention. Or you can switch between text, speaker, and pictures and maybe also include a diagram/chart.