

Learn to be innovative and lead a virtual workshop!

Tips & Tools



2018 LULAC Federal Training Institute Partnership (FTIP)

INTRODUCTION

Having a strategy and being prepared will help you provide a successful webinar/virtual presentation.

Our mission

To help people create compelling virtual presentations/webinars using interactive tools.

Let us share some favorite tips that will help you engage your participants virtually.

Learn about a rich assortment of layouts and tools to keep your audience engaged in a creative way with the use of up-to-date technology to achieving your results

Want to take your presentation skills to the virtual world?



“Technology now allows people to connect anytime, anywhere, to anyone in the world, from almost any device. This is dramatically changing the way people work, facilitating 24/7 collaboration with colleagues who are dispersed across time zones, countries, and continents.”

— Michael Dell, Chairman and CEO of [Dell](#)

Virtual Platforms

Common platforms used to present webinars and virtual presentations.



GoToWebinar



Adobe® Connect™



Skype
for Business



Google Hangouts



FreeConferenceCall.com®



zoom



ClickMeeting



Cisco
webex

Planning and Preparation

Webinar Planning & Preparation – Get Help

It's always preferable to have one or more people working with you to make sure everything goes smoothly.

Get someone who understands your webinar equipment and software to help troubleshoot issues and moderate interactions with attendees.

Pick a Date/Time considering all time zones

Make sure to keep time zones in mind.

Consider where your audience is that is participating in the webinar.

Decide on Your Webinar Format

Once you know what topic you want to cover, make sure to break it down into more specific topics and plan the webinar formats you're going to use.

Consider choosing one or more formats to have an interactive webinar.

Do a Dry Run – Test all your features

Before the day of the presentation, do a dry run:

Make sure everything is working properly.

Time your dry run.

Test every feature you plan to use.

Be ready 10 to 15 minutes early and make sure all is in working mode.

Webinar Formats

You can use one or more formats to keep the audience engaged and actively involved.



The most popular formats to consider:

1. Single Expert Presenter: One expert shares their insights or tips.
2. Dual or Multi Presenters: Two presenters or more, which helps engage and educate the audience and may allow you to share more information.
3. Panel: Just like a live panel, you could host a group of experts discussing a specific topic.
4. Q&A Webinar: A Q&A webinar is a great opportunity to maximize the engagement of attendees. An expert (or a panel) simply answers the questions asked by your audience via chat or social media.
5. Interview Webinar: Having a popular influencer as a guest speaker is a great way to boost attendance and build your authority. You just need to be up for the extra work of influencer outreach, which can be time-consuming and tedious.
6. Product/Service Demonstration: Showcase or promote a product/service, great way to educate your users with a tutorial or demo.

Top 10 Tips for Webinar Hosts & Presenters

1

Start on Time

2

Be Prepared

3

Hook your audience Quick

4

Have Questions Ready for Q&A

5

Write a Killer Script...

6

But Don't Be Afraid to Go Off Script

7

Accept That Things Might Go Wrong

8

Develop Visual Slides

9

Use Different Media Formats

10

Plan for Interaction



FACTS

- 3.9 million U.S. employees, or 2.9 percent of the total U.S. workforce, work from home at least half of the time, up from 1.8 million in 2005 (a 115 percent increase since 2005).
- The average telecommuter is 46 years of age or older, has at least a bachelor's degree, and earns a higher median salary than an in-office worker.
- Roughly the same population of women and men telecommute.
- Telecommuting is more common among employees over 35 years of age and most common among Baby Boomers.
- In more than half of the top U.S. metro areas telecommuting exceeds public transportation as the commute option of choice. It has grown far faster than any other commute mode.
- Existing telecommuters reduce greenhouses by the equivalent of taking more than 600,000 cars off the road for a year.

After the Webinar/Virtual Presentation

Offer a Call to Action

Make sure the audience knows what next step you want them to take.

If you offer something to attendees, make sure it:

- Is clear and easy to understand.
- Is easy to use and either saves time or money.
- Solves problems.
- Supports your cause or initiative.
- Teaches them something new

Survey Your Attendees

Ask attendees what they thought of your webinar!

Take a brief survey so they can provide feedback that will help you improve moving forward

Send People More Content

After the webinar, follow up with participants by sending them additional content (full recap post, SlideShare, or link to the video recording). To include:

- Attendees.
- People who registered but didn't participate.
- Attendees who left the webinar early.
- People who were not able to attend.
- Your audience will find useful strong, standalone pieces of content!

Make your webinar available!

Post your webinar on your organization's webpage, newsletter, listserv, etc.

Inform the audience/users or the public where they can access it for future reference.

Tools to engage your audience!

Media
formats



- SlideShare
- Videos
- HTML Links
- Upload documents
- Sharing your desktop
- Chat Room
- Polling
- Survey
- Q&A
- Whiteboard
- Trivia/Quiz/eGames
- YouTube Player
- Digital Timer
- Closed Captioning
- Voting Tool
- Word Cloud
- Sticky eNote Pages
- Randomizer (can select a participant for a prize)
- Electronic Doorbell
- Thumbs up/down
- Task List
- Star Rating
- Live Web Camera
- Gravatar
- Play royalty-free music into a Share pod
- Virtual Group Breakouts Sessions



Adobe Platform Demo

Group Activity





- introduction
- knowledge in
- content
- conclusion
- organization
- assessment

TAKEAWAY

What do you want them to remember?

INSPIRE

Get them excited about what's to come

ENGAGE

Don't be afraid to use new tools to keep your audience excited about your virtual presentation. The more you use the tools, the more comfortable you will become.



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THANK YOU