Webinar Essentials 101

A step by step guide to preparing for, creating and presenting a successful and memorable webinar

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What is a Webinar?

• Webinars are web-based seminars.
  – By using a telephone and the internet, a broad audience of attendees can participate in a seminar without having to leave their desks.
  – Webinars are as effective as on-site presentations, without the travel expense, and allow for the presentation of PowerPoint slides, website sharing or demonstrations of software applications.
  – A camera may be added to include a personal touch or to demonstrate techniques or procedures.
CCC Confer Webinar Platform

- CCC Confer’s software allows webinar participants to ask questions at any time by submitting them either
  - on-line, or if desired;
  - through a telephone bridge which may be opened for questions and discussion.

- During the presentation, you can poll the audience for pre-determined or impromptu questions to gather information to assure that your message is being understood.
Webinar Advantages

- **Webinar Advantages:**
  - Attendees can see slides or videos while the speaker is talking
  - Attendee have the ability to ask questions of the speaker
  - Ability of the speaker to ask questions of the audience to assure comprehension
  - Survey at the end of the presentation for feedback to improve your presentation
  - Attendees can participate from where ever they happen to be at the time
  - Webinars may be recorded in archives for future reference by those unable to attend
  - Webinars may be processed into podcasts for mobile platform distribution
Pre-Presentation Preparation

• It may seem obvious, but you must choose your topic
  – Be creative
  – Be specific
  – Be informative

• Decide on the scope of your presentation
  – This will be determined by the length of time allotted for your webinar
  – Remember a webinar is generally an overview—don’t bombard your participants with so much material that your message gets lost in the minutiae
Pre-Presentation Preparation (cont.)

• Prepare a script as a guide for your presentation
  – The script should emanate from an outline of the material to be covered in your selected topic
  – Try to include specific references, and helpful active links
  – Although you have a script, know your material well enough so that you will not have to read from it during your presentation-the webinar should flow like a personal conversation and not a scripted performance
Pre-Presentation Preparation (cont.)

• Prepare your Powerpoint presentation
• Rehearse your timing
  – Present to a critical observer for comments
  – Make adjustments to presentation to improve flow and clarity
• Make sure that all of the slides are complete
• Make sure all embedded links work
• Save your presentation on more than one media source (local hard drive, flash drive, email it to yourself)
Pre-Presentation Preparation (cont.)

• On Camera or Off
  – Decide whether you will appear on camera during your presentation or off camera as a voice in the background
  – Remember the on-camera presence, at the very least, as an introduction, gives the audience the look and feel of a conversation rather than a presentation
Registering with CCC Confer

• In order to host a webinar, presenters must first register with CCC Confer
• Log into www.cccconfer.org
• Click the link for Presenter/Faculty signup
• Complete the registration form, be sure to fill in all of the questions
• Hit the Register button at the bottom of the screen
• You will receive an email once your registration credentials are verified
Scheduling Your Webinar

• Log into www.cccconfer.org
• Click on Presenter/Faculty Login Button
• Sign in with your username and password credentials
• On the left side of the screen, select Meeting Request Forms
• Scroll down to the Webinars icon, click
• Complete the form and submit
• You will receive a confirmation email with all of the participant login particulars-use this information in your event marketing program
Promoting Your Webinar

• Now that you have prepared and scheduled your webinar, it’s time to get the word out

• Critical information
  – The name of your event-participants will need this to locate you on the ccc confer website
  – The date and time of your event
  – The access code for your event
  – The telephone number to access the audio portion of your presentation
  – The telephone access code (usually the same as the event access code)
Promoting Your Webinar (cont.)

• Promotion channels
  – Emails
  – School Website
  – Institution newsletter (paper or digital)
  – Video presentations
  – Fliers
The Day Before Your Presentation

• Check to verify that the access codes for your presentation are valid-if not contact CCC Confer Tech Support at 1.760.744.1150 x1554
• Check your computer to make sure your presentation works
• Make sure your Internet connection works
• Check your webcam on cccconfer site
• Check your audio on cccconfer site
Presentation Day

• This is a checklist that you might wish to follow on the day of your presentation:
  – Check Internet connection
  – Check the presentation on your computer
  – Check web cam
  – Check the microphone-set sound levels
  – Log into cccconfer’s presenters site for your webinar
  – Upload your Powerpoint to your platform
  – Setup audio bridge for telephone participants
  – Set presentation to record

• Exhale and have fun
Post Presentation Day

• Be sure to follow up with participants who may have requested additional material
• You might wish to send a thank you email to participants reminding them to be on the lookout for upcoming events that you may present
• Review the recorded copy of your webinar for areas that could be strengthened, improved or even eliminated
• Discuss your presentation with your peers for critical review and analysis