Webinar Tips for Success

We have compiled some helpful tips for those who host webinars. Review these helpful suggestions on how to make the most of your webinars.

Information

Prior to Webinar Start

• Start your webinar fifteen minutes prior to the scheduled start time.
• Your first slide should include a title, description of your event and the start time.
• During this time another member of your team should log in with the lync created for the event, and verify your first slide is visible.
• If you plan to share your entire desktop, turn off any instant-messaging applications, notification software or other programs that may interrupt or distract from the webinar.
• Turn off any streaming media applications that may take up bandwidth and resource-intensive applications that may be taxing processor ability.
• Set the desktop display to a neutral background and adjust display settings to a mid-range resolution (e.g., 1024 x 768) to improve the display for attendees with lesser settings. This is also the optimal setting for recording a webinar.
• Clean up your desktop before a webinar or use the Clean Screen feature when showing your desktop to avoid distracting your attendees.
• Have the documents you wish to share ready to be accessed in 1 or 2 clicks.
• Run a Practice Session with your panelists and any other organizers to familiarize yourself with the format and flow of your online presentation.

Managing the Webinar

• Provide an agenda at the start of the webinar, including estimated duration, and stick to it.
• Inform attendees what the purpose/goal of the webinar is, what to expect and when and how to ask questions and participate in the webinar.
• Consider having another organizer help manage and monitor questions and answers.
• End the webinar clearly. Make sure all the attendees know that the webinar is formally over and stay on the line to address any last questions.

Managing Audio

• If presenting, join the webinar from a location where there is little background noise.
• Be sure to turn off cell phones, and other peripheral devices that may cause interruption or distraction.
• Introduce yourself when you begin speaking and ask your panelists to also identify themselves before speaking.
- GoToWebinar Instructions 1.1