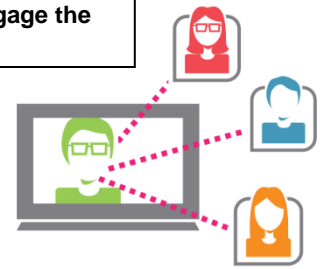# Webinar Engagement Tips

Want to give a great webinar? Using the technology well is just part of giving a good presentation. See tips below to help you better engage your audience - so they pay attention, learn (and are so engrossed they forget to check their email…!).

Good webinars engage the audience.

1. Getting ready

Tip	Why
Presentation structure and slides	
Have a clear purpose and structure	Have clear learning objectives – what should people know or be able to do at the end? How will you know if you were successful? Breakup the class into digestible sections, with Q&A or questions after each.
Use visuals	Visuals are better than text-dense slides – especially for webinars. Keep it interesting by moving things along visually. Use these tips to keep your presentation simple, with limited text and animation, high quality graphics…etc.
Plan to Engage	Build in question slides, polls, Build in awareness of chat (as well as Q&A when using zoom webinar). Plan to pause and ask for input and respond to it.
Include "Question" slides	Make it clear that it is question time. You might have a slide "Do you have questions" or ask them a question for input. Do this often.
Evaluate	Plan to evaluate learning (e.g., Zoom poll or Qualtrics in chat) during or at the end. Plan on following up with attendees via email with an evaluation link.
The team & the setting	
Get the Background right	Create a professional background. Busy backgrounds make it harder to watch you if you're in full screen mode, and harder to see overall. Read these tips for choosing virtual backgrounds. In zoom, you can set a virtual background in preferences.
Assign roles for your "Presentation Team"	Let the presenter(s) focus on presenting and have co-host(s) to assist and so enhance engagement. Co-hosts can help with: • Chat Box management - Ask someone who is tech savvy and a content expert to manage and answer questions or direct questions to the presenter. • Q&A (for zoom webinars) – Q&A is good for content related questions while chat is good for other comments/questions including tech questions. • Poll Management • Muting & Waiting Room management (if used) • Breakout Rooms Other Needs may arise depending on meeting/webinar
Test, test, test	
Test	Test all aspects of your presentation (i.e. video, polls, audio, breakout rooms. Perform a live test of the webinar or meeting with all speakers present using the hardware and software they will be using during the live event. Also, ideally, they will be in the location, using the same internet connection they will be using for the live event. Do this test 3-5 days prior to the live event.

A note on Zoom Meeting vs Zoom Webinar Account:
- In zoom meetings, all participants have live audio and videoand there is a breakout session option.
- Zoom webinar is a view-only platform – Thus, attendees cannot see each other and the Host cannot see the attendees. A webinar has registration, reporting and a chat for attendees as well as a separate Q&A option.

2.   On the day – just before

Tip	Why
Pre-check and have the Presentation Team practice	Log in early (e.g., 30 minutes) to practice with your Presentation Team. Test the sound system before you start. Check videos, polls and other tools you plan to use.

3.   When presenting

Tip	Why
System Elements	
Get the lighting and background right	Be professional - too dark or too light or having a messy background just distracts. Also, who said you have to always be sitting and hunched over the screen? Consider a camera configuration where you can be more natural and present while standing.
Have good Audio	A headset with built-in microphone is recommended. (similar to your cellphone headset).
Avoid distractions in the setting	Set up to avoid distractions like dogs and phones ringing.
Record	Let your audience know if the webinar will be recorded and how they can find it.
Team teach	
Tag team	Co-present –A mix of presenters makes it more interesting. More presenters means more practice. Focus on the order of speakers and flow from one speaker to the next.
Assign Roles	Now's the time to use your team. Let the presenters present and engage and have your co-host(s) help by managing: - Chat Box – Have them manage and answer questions or direct questions to the presenter(s). - Q&A (for zoom webinars) - Polls - Muting & Waiting Room (if used) - Breakout Rooms
Presentation tips	
In the beginning	Make sure people can see you - your eyes and smile. This helps build trust.
Mix it up!	**What they see.** You don't have to be on camera all times. When you want someone to focus on your slides, turn off off your camera. It's okay to stand up (if possible), and/or use your normal hand gestures. **What they hear.** Vary your voice as appropriate (pace, volume, inflection). The reason radio stations will have multiple people on a show, is because it makes it more interesting. So, when there is only one person – modulate!
Use pauses but …	Don't talk all the time – but recognize silence might seem longer in a webinar. Indicate if you are going to be silent for a while.

Presentation tips (continued)

Tip	Why
Engage often	Use the opportunities you have built in to your presentation to comment, respond, ask for input, do polls, etc. Read comments from the chat (and Q&A if available) - use people's names when recognizing input or questions.
Respect time	Be clear on the time frame (beginning and end) and stick to it.
Have a spotter	Have someone who is seeing what the audience sees. They can then inform the presenters if something is amiss.
Have a Plan B	Send your slide deck to someone else who can share if your system has issues.

4. Post-webinar

Chat record	Look through the chat record to see if there are areas you need to address in a possible FAQ – post event.
Post presentation	Consider the social aspect of your participants. Engage with your participants after the event—leverage twitter or private discussion boards. This means participants can stay connected to each other and to your material. This step might require registration for the event.

Resources

Zorms – Zoom Meeting Norms. A UC ANR Fact Sheet

https://speakingaboutpresenting.com/presentation-skills/how-to-conduct-engaging-webinar/

https://www.idealware.org/tips-and-techniques-making-good-webinars-engaging-your-audience/