Acknowledgements

Why You Should Learn to Give an Effective Webinar
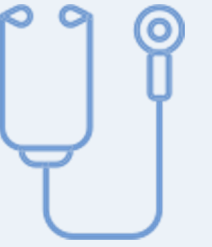
★ It gives you **confidence** as a presenter

★ It helps you **problem solve** when unseen problems occur

★ It allows you to be more **creative and engaging**

★ It improves **audience participation**

★ You will get great feedback and be offered more opportunities to present in the future

3 Key Points to be a Successful Presenter

1 Your Attitude

Confident

Upbeat

What else?

2 Your Body Language

Be animated

Be aware of facial expression (especially online)

What else?

3 Your Speech and Tone

Be aware of your tone

Don't just read the slides (reading voices are always dull)

What else?

Learning Objectives
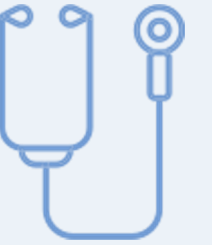
1. What is a **webinar**

2. How to give **great presentations**

3. What to **know about your audience**

4. How to **prepare and practice**

5. Summary

What is a Webinar?

A webinar is simply a presentation or seminar that is given **over the internet** rather than in person.

It is a tool that makes use of videos, screen sharing, live demos to inform and teach others.

TIP!

Just be yourself when presenting! There's no need to become someone you are not.
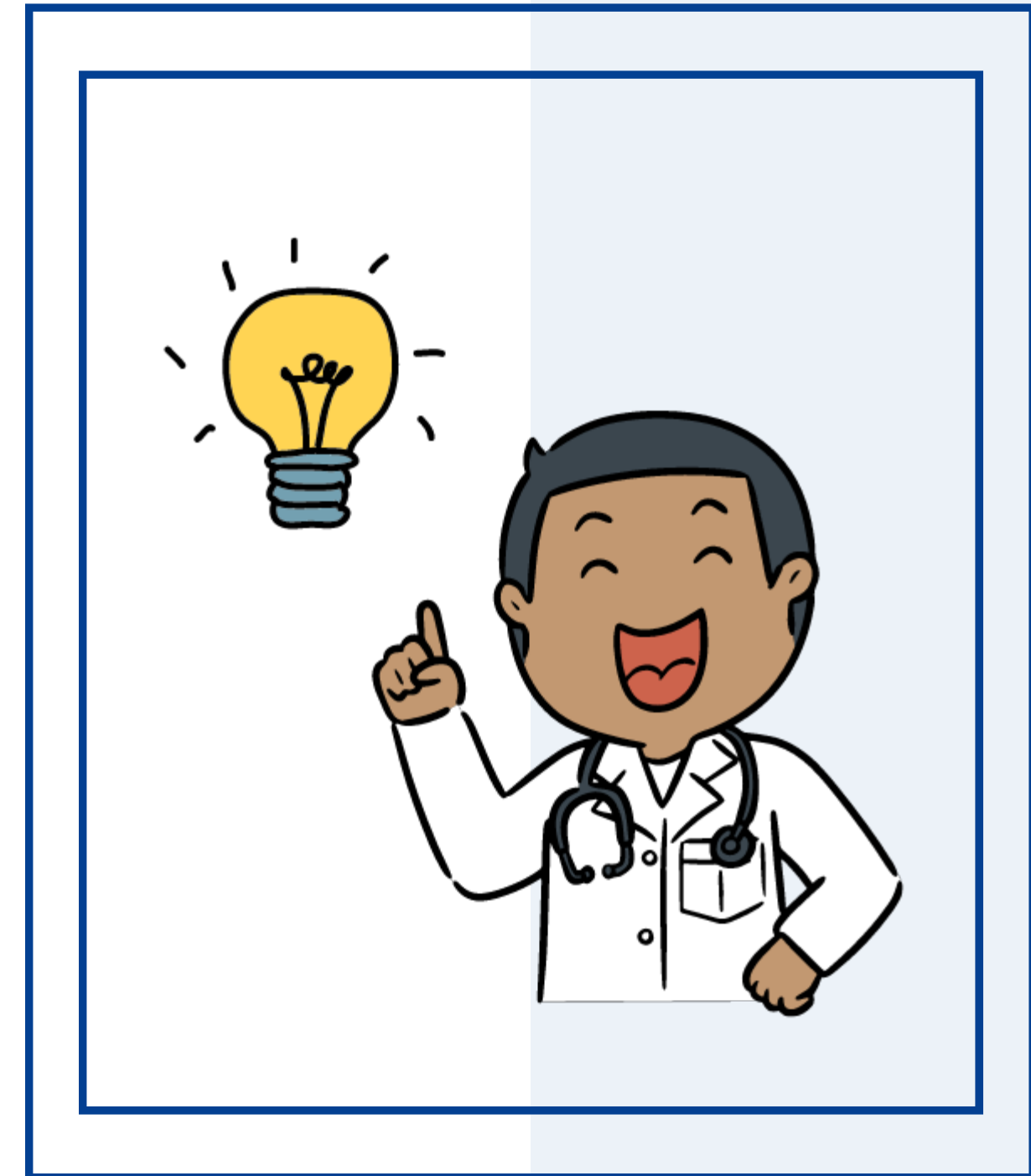
Introduce Yourself

➔ Provide a small biography about yourself

   Helps develop a connection with audience and improves credibility

➔ Include information on speakers/creators

➔ Outline learning objectives and benefits

Know Your Audience

Audience Factors to Consider:

➔ Audience **demographics**

➔ **Technology limitations**

   Some people don't have high speed internet, so keep the file size as
   small as reasonable possible

➔ **Number** of people

➔ Accommodations

   Closed captioning for hearing impaired

   Vision difficulties: review CNIB's Clear Print Accessibility Guidelines

➔ Be mindful of your audience's level of **education, expertise and
   background**

   Modify and alter your presentation and speech accordingly

Know Your Audience

How Do I Keep My Audience Interested?

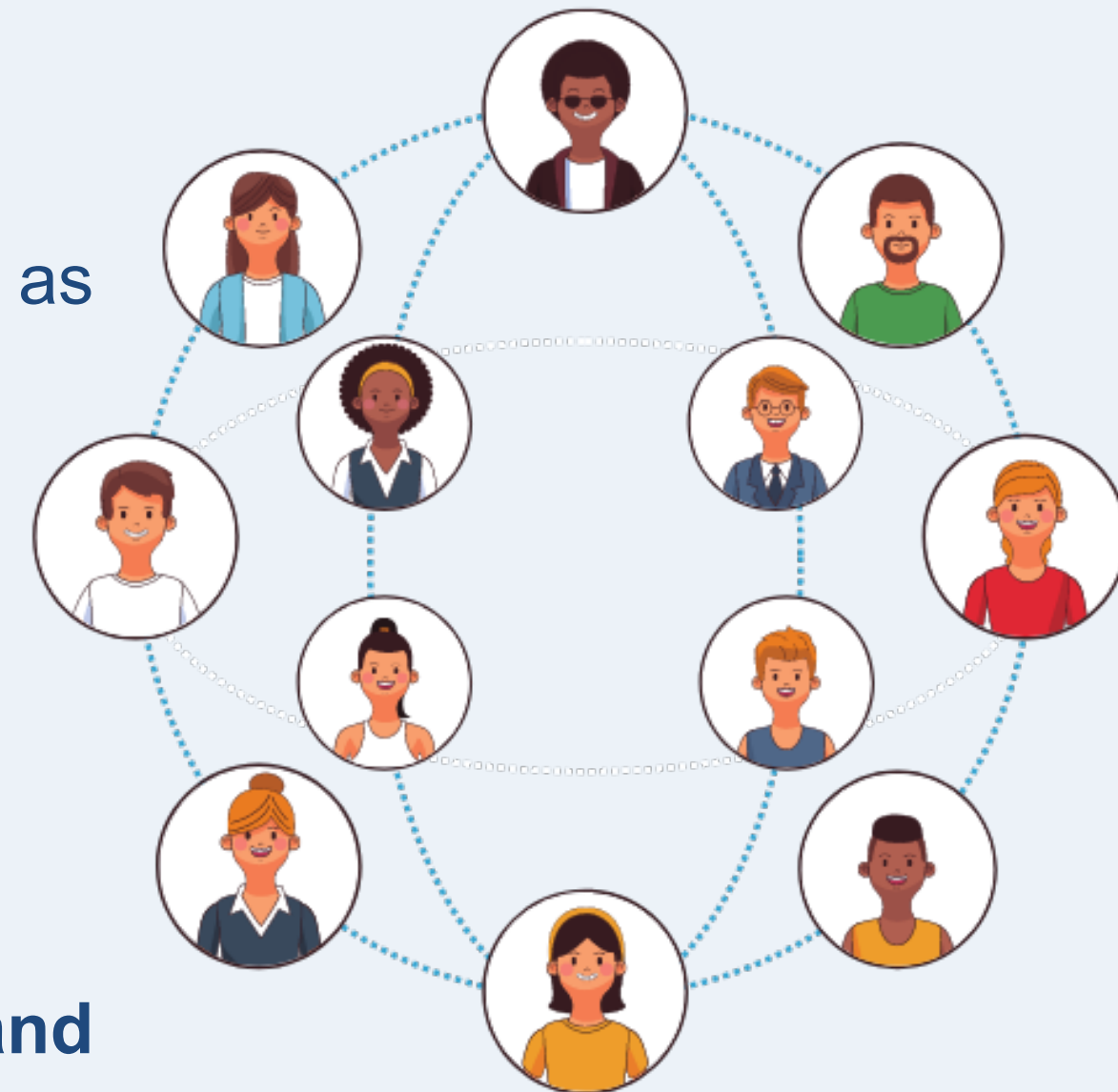➔ Create a positive, professional and collaborative **atmosphere**

➔ Consider adding **ground rules** about privacy, sharing, taking turns, etc., and/or including a resource, such as http://meetingsift.com/ground-rules-for-meetings/

➔ Clearly state the **purpose** of the meeting, agenda/topics, expected outcomes, and how the audience can be involved (e.g. discussions, chat room, white board)

➔ Allow for the audience to **feel safe** to ask questions

➔ Provide **resources** to attendees so they can be prepared to ask questions and share ideas

➔ **Involve the audience**, ask the audience questions and test their knowledge

➔ **Collect feedback** and provide your **contact information**

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TIP!

Present with the audience in mind. Try to understand **what the audience wants.**

How to Prepare and Practice

How to Prepare

Important Items:

➜ **Get ready early:** All materials (speakers, notes, microphones, laptops, etc.) should be ready well before start time. Log in an hour before the start time

➜ If available, have a **tech savvy person ready to help** you with your presentation, and help participants with login and other challenges

➜ Prepare a **backup copy** of your presentation in multiple formats (PowerPoint, PDF, and video)

➜ Consider doing a test run to check technology a day ahead. Also do a trial run of your presentation to check the timing and increase your comfort with the material

How to Prepare

Things to consider during Preparation:

➔ What do you need to know to feel confident, prepared, etc. (read slides, research my topic, etc.)

➔ Remind yourself: you are the expert on the topic

➔ Ask yourself: what atmosphere do you want to create? (friendly, professional, positive, etc.)

➔ Establish a "no-pressure" environment, a safe learning environment so people ask questions

DHL | Webinar Tips

How to Prepare

How to Practice Effectively:

➔ Practice several times until the words flow easily

➔ Set up the equipment/webinar

➔ Consider recording yourself / presenting to others

➔ Practicing out loud and not within your head helps with your timing, tone, and body language

➔ Practicing with the equipment helps to identify technology issues

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TIP!

You're not trying to make the audience think you're smart; you're **trying to make them think they're smart.**
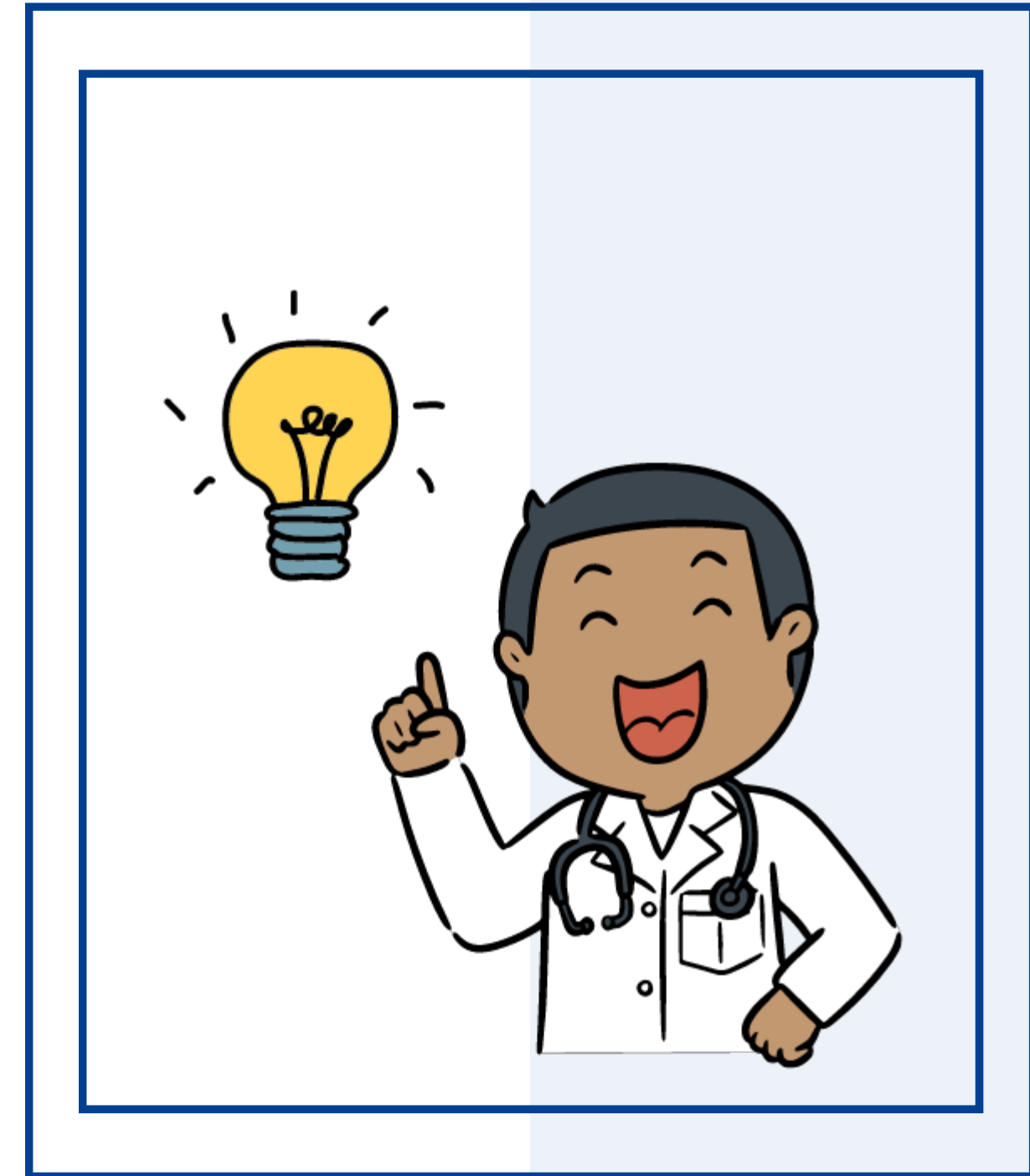
A Great Webinar

Here is an example that shows the power of tone and attitude

Pay attention to his...

➜ Attitude

➜ Tone

➜ Body Language

➜ Facial expressions

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What To Do After Webinar?

→ Send an **email** thanking attendees

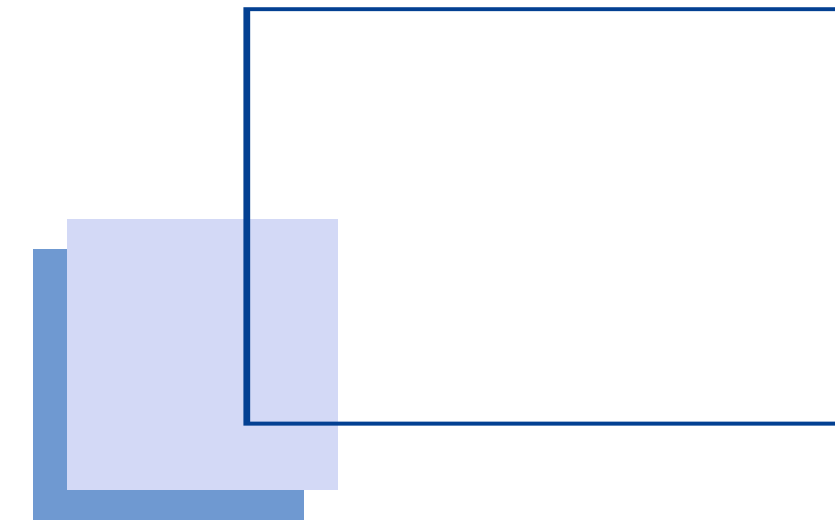→ Include a **feedback survey**

→ Give handouts, summaries or **resources** you would like to provide

→ Provide information on how to access the recorded webinar, slides and other information

→ **Offer information/advertisements** about future webinars

"What If"

What if the audience does not appear to be engaged?

➔ **Summarize and ask** questions (e.g. thumbs up/down questions about the speed, does the audience understand the material, is it too simple, etc.). Alternatively, ask the audience if they have any questions or suggestions

➔ Encourage **participation**

➔ **Adjust** your tone, energy and content to reflect the audience

➔ **Get feedback** so you can improve

"What If"

What if the audience knows more than me?

➜ Generally, you are the expert on the topic you are presenting

➜ If other people know more than you, use that to your advantage and pair those with individuals who are struggling so you are still able to help others in the presentation. Alternatively, have a group discussion to share information

What if I don't remember my script or mess up?

➜ Relax! The best presenters slip up or say something different from what they practiced

➜ No one knows what you are going to say except you. Your audience will not know the difference

➜ Pause for a second, take a breath, organize your thoughts and get back on track
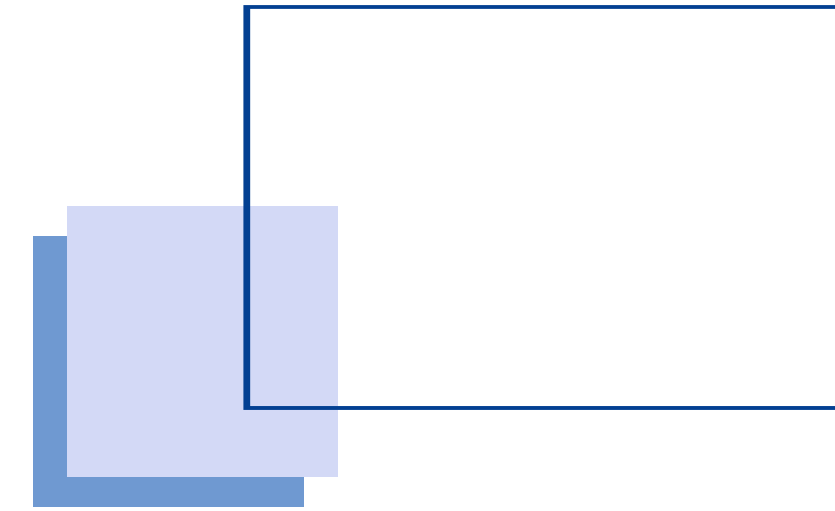
"What If"

What if there is a tech issue?

➔ **Practice** using the tech before

➔ Try to have someone you can **call** for help if needed

➔ **Don't worry** too much, it sometimes happens!
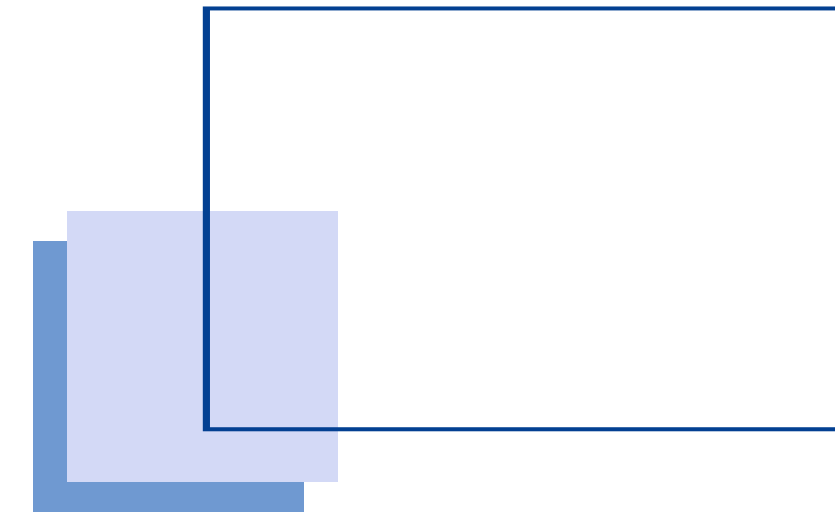
What if I can't control my audience?

➔ If people are being disruptive **ask the group** to not talk/text or do whatever they are doing

➔ If this doesn't work **ask the individuals** to stop the disruptive behaviour

➔ If that doesn't work, you can **ask them to leave.** You are the boss

Tips for Digital Health Literacy Trainers

➔ Consider pre-assessing participants for digital literacy level, access to and type of device or connection, language, need for accommodations, etc.

➔ Start 15 – 30 minutes early to address any technical issues

➔ Have a facilitator resolve technology issues and monitor the chat box

➔ To improve learning, have several training sessions over a longer time rather than one long session

➔ Do real time demonstrations. For example, to show the audience how to identify quality health information:

   ➔ Choose a relevant topic or ask the audience for a topic

   ➔ Enter keywords or short phrases in the search bar

   ➔ Review websites with your participants: discuss which websites contain accurate, high-quality information and why and which websites may have misleading or untrustworthy content

Digital Health Literacy: Trainer FAQ

What should I do if my computer "freezes"?

Restart the computer.

What is WWW?

WWW is short for World Wide Web. It connects people and information on the internet.

What are cookies?

Cookies saves information when you visit a website. For example, if you put items into an online shopping cart, cookies saves them for when you return.

What is a web browser?

It is computer software for viewing webpages. Examples: Google Chrome, Safari, Firefox, etc.

What is a search engine?

It is a large database that you use to search for topics. Examples: Google, Yahoo, Bing, Ask.com, etc.

What is a URL?

URL is short for Universal Resource Locator and is the web address for a specific website. An example is https://www.digem.med.ubc.ca

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Final Tips and Suggestions

➜ **Record yourself** and perform a dry run, it will help you understand what audience seeing and help you make improvements

➜ Allow for ample time to **promote the webinar** to invite as many attendees as possible

➜ **Have Fun!** You are doing good in the world!

You'll be great!

References

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