

Creating a Great Webinar

Insert Solicited Questions

Asking your audience for questions ahead of time both involves them in webinar and provides you with the opportunity to address questions and maximize audience understanding. It is essential that you manage to insert some of these questions into your webinar presentation. A good rule of thumb is to include questions if more than one person asks them.

Any questions that you choose must enhance the webinar and be relevant to the points you are trying to make. If questions would be better addressed in a separate Q&A meeting, schedule one. You cannot spend all your time answering questions, or you will never finish your presentation.

Passion and Enthusiasm

Passion and enthusiasm are the main components of every successful venture. If you do not have passion for a subject, why should your audience? Above and beyond everything else that you choose, you must pick a topic that ignites your passion and enthusiasm. Ask yourself if you are passionate about the topic for your webinar. If the answer is “no,” choose a different topic. Once you have a topic that reflects your passion, you need to make sure that this passion is reflected in your presentation.

Generate Passion and Enthusiasm:

- Use personal stories
- Smile
- Vary the tone and pitch of your presentation
- Gesture and move while speaking



Grab and Keep Attention

As we have already stated, it is important that you grab the attention of your audience immediately. It is just as important to keep their attention. After a strong opening, you need to keep the momentum going. Many professional presenters follow the 10-minute rule. This rule is based on the understanding that attention begins to drift after 10 minutes. This requires a simple change of course every 10 minutes, such as switching to a demonstration or slide show. There are other ways to keep the attention of your audience:

- **Use slides in moderation:** Slides with everything you say is just as boring talking alone.
- **Use animation and images:** Make sure that are relevant to the webinar.
- **Use demonstrations:** Again, make them relevant to your topic.
- **Limit information:** Provide a basic overview, not an in-depth analysis.

Simple find the methods that work best for you, and space them out to keep your audience interested and motivated.