Online-Conference WEBINAR: Guidelines Tips & Best practices

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Key details for the slides

Supported fonts

Arial	Corbel	Lucida Sans Unicode	Script
Arial Black	Courier 10, 12, 15 (VGA res)	Mangal	Segoe UI
Arial Narrow	Courier New	Microsoft Sans Serif	Shruti
Arial Unicode	Estrangelo Edessa	Modern	Small Fonts (VGA res)
Arvo (added for client)	Franklin Gothic Medium	Monotype Corsiva	Sylfaen
Book Antiqua	Garamond	MS Reference Sans Serif	Symbol abcdefg
Bookshelf Symbol 7	Gautami	MS Reference Specialty	Symbol 8, 10, 12, 14, 18, 24 (VGA res)
Calibri	Georgia	MS Sans Serif 8, 10, 12, 14, 18, 24 (VGA res)	Tahoma
Cambria	Global Monospace	MS Serif 8, 10, 12, 14, 18, 24 (VGA res)	Times New Roman
Candara	Global Sans Serif	MT Extra acbdef	Trebuchet MS
Century	Global Serif	Museo (added for client)	Tunga
Century Gothic	Global User Interface	Mv Boli	Verdana
Comic Sans MS	Impact	Palatino Linotype	Webdings abcdefg
Consolas	Latha	Raavi	Wingdings 2
Constantia	Lucida Console	Roman	WST_Engl

Design and layout

Keep it simple. Use the space on the slide to highlight important topics. Comprehension of important topics will be greater if they are not buried in a slide filled with too much information. Maintain an appropriate amount of white space on a slide.
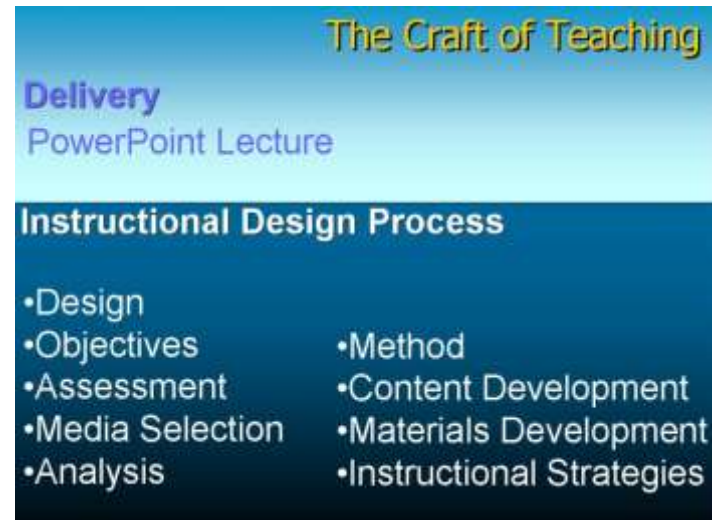

Good ✔

Bad ✘

Design and layout

Be visual. Images, graphs and illustrations are recommended – stimulate the audience to listen to your words instead of reading your presentation.
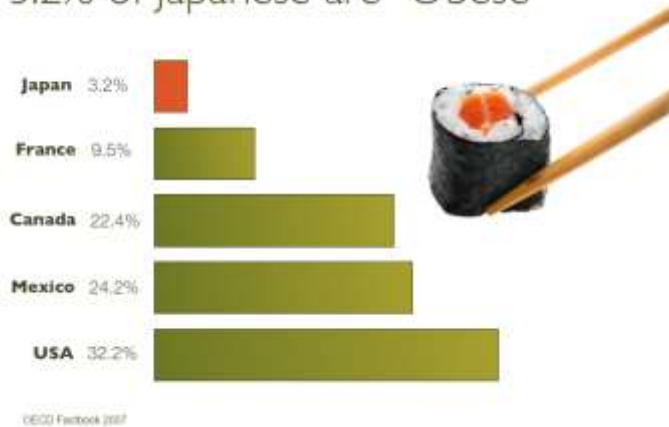

Good

Bad
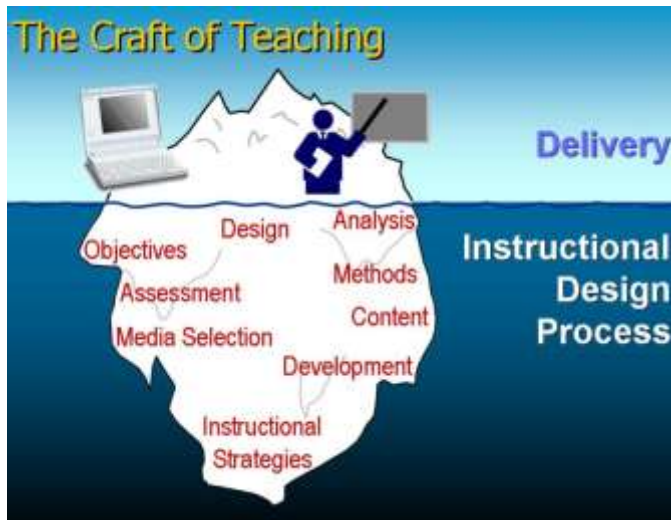
Design and layout

Limit the topics covered on a slide. Limit a slide to include 3 to 6 points only. Try to limit the number of lines of text on a slide to 6.
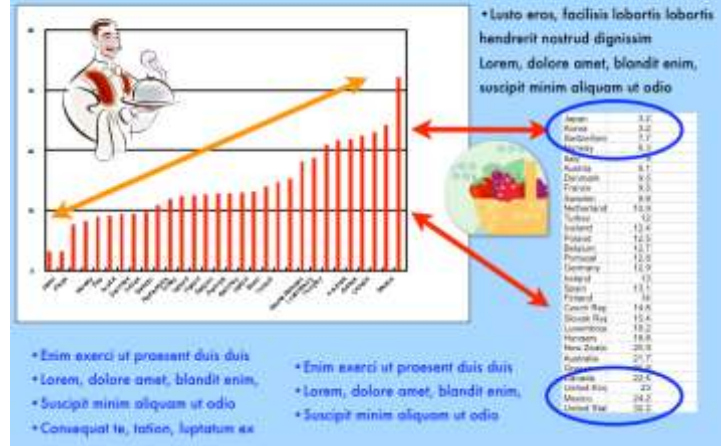

Good

Bad

Design and layout

Keep text readable. When formatting text, do not use font sizes smaller than 28 points. If a smaller font is needed, this is a sign that there may be too much information on the slide.

Bullets

- There are many different species of trees
- Trees have several different uses
- Some trees produce fruit or flowers
- Trees provide oxygen

Bullets

- Trees are homes to animals
- Trees grow fruits
- Trees are used top build homes and fires
- There are several different kinds of trees
- Trees are found all over the world
- Trees grow to be very big
- Trees are used for Christmas
- Trees can be colorful or dull
- Different trees produce different leaves
- Trees supply oxygen like other plants

Good

Bad

Design and layout

Do not use transitions, animations and sound effects. These are not supported by the webinar system.

Build in interactivity. Polling questions are a great way to learn about your audience. See the next slide to find out how to use them.

Keep the conversation going. It is a good idea to include your email and contact details on your final slide. This helps your audience reach out to you if they want to find out more about you and your business.

Polling questions

Encourage audience feedback and increase your level of interactivity by including up to five polling questions in your presentation.

- ✓ **Ask single questions** with multiple choice answers (multi-select is not an option)

- ✓ **Specify where** you want questions to be displayed?
  - ✓ Question 1: between slides 5 and 6
  - ✓ Question 2: between slides 9 and 10…

- ✓ The question **AND** possible answers shall be included.

- ✓ Results are **not** shown by default. Please notify the coordinator if you want them to be displayed to the audience.

Make your presentation more lively and dynamic!

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Polling questions

How to present polling questions during the webinar

- **Set the polling question up.** Announce to your audience that a polling questions is coming. Say something along the lines of: "And this point brings us to our first polling question."

- **Read the polling question out loud.** Read the whole question out slowly and clearly. Follow this up by reading out all of the multiple choice options.

- **Remind the audience that they can select only one answer.**

- **Wait.** Allow about 30 seconds of silence to allow the audience to read and react to the question before thanking them for their answers. If the results are to be displayed during the webinar, tell the audience when this will be.

- **Move on.** Change to the next slide and resume your presentation.

Polling questions

Example. See below how a polling question will appear to the audience.

Videos

We do not recommend the use of video during webinars. However, if you would like to feature a video, please follow these guidelines.

- We cannot support videos embedded in a slide deck, so you will need to send us your video as a separate MP4 file.

- In order to hold the attention of your audience, we recommend that videos run for less than one minute.

- As an alternative to playing a video during your presentation, encourage your audience to view one after the webinar. Host the video on YouTube and place a link to it on your slides. If you provide the slides as a handout, viewers can download this and follow the link in their own time.

- During your presentation, you can briefly explain the content of any linked YouTube videos to encourage your audience to view them later.

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About your speech

Be dynamic. Keep a fluid but punchy speech pattern throughout your presentation. Enunciate clearly and do not speak too quickly.

Tell the story, don't read the story. Avoid reading the text when presenting and leave room for some improvisation.

Multiple speakers. Avoid for 1 person talking for too long. If possible, have a minimum of 2 webinar presenters.

Handouts. Clients frequently ask for a copy of the presentation slides. You might like to offer one to them in the form of a handout. If there are sensetive slides you don't want publicly shared, you can offer your audience an edited version.

About the recording session

Before the recording session

Prepare your speech in advance. Rehearse the presentation to ensure you are comfortable with the material.

Finalise your slides. Proofread your slides carefully to avoid typos / mistakes. Print off a copy to have by your side for reference during the recording session.

Organise your team. Every member must be aware of his/her role in advance. When there are several speakers, ensure everyone knows who will be speaking first and who will be make the introduction and/or conclusion.

The recording will be done in one session ONLY, so please make sure each members is completely comfortable with their role.

Before the recording session

The webcast engineer will send a dedicated Outlook invite to all participants containing the details needed to get connected.

International phone number + participant code to join the conference call

Individual URL to access the webinar console

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The day of the recording

Before starting your recording, please pay attention to the following points.

Be in a quiet room. An open space or noisy place will affect the quality of the recording.

Turn off your mobile phone. It can create interference and damage the sound quality during recording.

Watch the time. Keep in mind that your presentation should ideally be between 20-30 minutes.

Relax! Little mistakes and hesitations happen. Don't worry, they will only make the presentation sound more natural to your audience.

Technical requirements

OR

Computer
In order to access the webinar console and see your slides

Landline phone
Your voice will be recorded via a telephone line

USB microphone
Best sound quality

Internet connection
Wired connection is strongly recommended

- **Do not use mobile devices** (smart phones, tablets, etc.) - a landline phone is strongly recommended
- **Do not use WIFI, 3G, etc.** internet connections to ensure the best experience

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Recording options

- **To recording your sound, you can use either a landline telephone or a USB microphone**
- **All speakers must use the same type of device. So they must all use USB microphones or all use landline telephones**
- **If your webinar has a recorded presentation and a live Q&A session, it is best to use the same type of device on both so that the sound quality is identical**

Landline Telephone

- Poorer sound quality
- A headset plugged into the telephone works best to minimise volume variation
- Speakers must mute their phones when not presenting to minimise background noise
- To compare the sound quality, and learn more about recording by **telephone**, please listen to this short presentation

USB Microphone

- Highest sound quality
- USB headsets with attached microphones work best to minimise volume variation
- Only one speaker can talk at any one time, and must "grab the mic" to do so
- To compare the sound quality, and learn more about recording by **USB microphone**, please listen to this short presentation
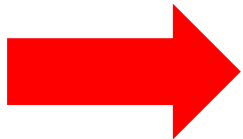
About the preview

A link to preview your recorded presentation will be sent to you within 2 days of the recording session

Edits will be made only in exceptional circumstances, such as:

- Updating slides
- Correcting slide timing
- Removing an audio part (and adjusting slide timing accordingly)

In all cases, edits will not be about removing all imperfections

Any questions?

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