Webinar Handout:
Planning, Designing, and Delivering Effective Online Presentations

In the recent survey I conducted about best practices when presenting online, one concern came through loudly from the 600+ respondents:

> *"How do I make a powerful, engaging presentation to an audience I cannot see?"*

It was this question that the three-part webinar series, sponsored by Citrix Online, answered. We explored – and demonstrated – both principles and tactics for how to approach online presentations as a new medium, design slides and online presentation experiences, and deliver those presentations in an authentic and interactive way.

As a supplement, this handout provides three things:

One, there is a high level summary of the key points in each presentation. Note that this is intended as a reminder, not a full recap. This handout is being included in an email with links to the recording of the third webinar, and links to the recordings of the first two are included below. Watching those will not ony provide all the key points, but you will hear how an expert moderator and I worked together.

Two, in the exit-survey we asked the audience to be part of the show by sharing favourite presentation resources. The aggregate list of books, websites and blogs, and stock photo and art resources is included here for everyone's benefit (thank you to everyone who contributed!).

Finally, there are additional resources listed to help you accelerate your online presentation mastery. Though these were not discussed during the live webinar, they are provide here for your convenience.

From all of us at 1080 Group, thank you for being part of a great event series. Here's to your engaging and interactive success!

Roger Courville
Principal

Start Right: Avoid the 7 Deadly Sins of Online Presentations

The seven sins were wrapped up in three short principles: *plan audience-centricity*, *design experientially*, and *deliver authentically*.

1. Before you even begin, plan to invest in your success. Take the time you save by using webinars and invest it in your audience and yourself.

2. Get clear on what motivates your audience. They will be most likely to attend *and* engage when you're focused on solving a problem they're motivated to solve.

3. Don't try to cover too much. Less, more clearly stated, is more.

4. Think visually. Whether you're using images, illustrations, charts, tables, or graphs, is the image able to be easily grasped? Memorable? Does it persuade or provide context?

5. Create an online experience. Your greatest opportunity to impart knowledge, skills, and/or motivation in a way that influences change is to connect aurally, visually, and interactively.

6. Present to people. Focus on how to connect with them, in real time. Learn to "keep an eye" on them by watching your presentation dashboard instead of reading your slides or a script.

7. Remember your virtual body language. Avoid monotonous vocal delivery, and take advantage of annotations and other tools to point, direct attention, and increase the level of visual interest.

Design for Non-Designers: How to Design Dynamic Presentations for Webinars

The three principles of the second webinar are directional, rather than absolute, statements. This presentation also used a different story structure: principle one being foundational, principle two covering the "building blocks," and principle three acting as a wrap up and transition from designing slides to designing the experience.

More slides, less content

Have one concept per slide. It's not always possible or practical, but whenever you can, it will make it easier for you find a relevant visual that is quickly understood by your audience.

Put the key point in the slide title. If we assume your audience is multitasking (they probably are!) this makes it easier for them to follow along. Note, it's nearly impossible if you are making multiple points per slide.

Use "road sign" slides to guide the journey. Don't assume they remember (or even were present) when the agenda was presented. Tell them where you're going, but remind them along the way where you're at.

More visuals, less words

Words: consider using words as images; test by viewing the slide at a reduced size

Language: use bullets as headlines; move extra text to your speaking notes; remember parallel sentence structure; use incomplete sentences with no periods; turn headlines into active statements

Images: be relevant; be consistent; generally avoid clip art; position for effect using the 'rule of thirds;' face images inward

Charts and graphs: reduce and clarify; focus attention on the important point(s) with contrast or color; put the main point in the slide title

Builds/animations: identify your key concept first; keep builds to a minimum; generally avoid flashy builds; use multiple slides to accomplish the same thing and save time

Structure slides: think "agenda plus;" keep answering "where are we at?"

More experience, less monologue

Design in periodic activity and demonstrate interactivity early. Even if you're the primary speaker with an agenda to get through, design an experience that includes participation and contribution.

Present Like a Pro: How to Deliver an Engaging, Interactive Webinar

The webinar on presenting was entirely tactical, focusing on 8.5 things anyone can do to improve their delivery and audience engagement.

1. Breathe from your gut. You'll sound more resonant and get more oxygen when you breathe from your diaphragm instead of your upper chest. Stick out your tongue and pant like a dog to feel it.

2. Deliver verbal exclamation points. Remember "I didn't say it was your fault."

3. Prepare what you're going to share. Close any application you're not using for the presentation.

4. Direct attention with annotations. Use them with your voice as your "virtual body language."

5. Use polls and text Q&A to dialogue naturally. Respond with someone's first name. Learn to use them for ad hoc (spontaneous) connections with your audience.

6. Keep your eye on the dashboard. This is where you will "see" your audience. Glance at your notes, don't read them.

7. Rehearse by verbalizing. Let the words come out of your mouth. Don't memorize.

8. Present with a partner or team. Recruit a moderator or someone to manage Q&A.

8.5. Invite your audience to contribute early and often. This doesn't mean a free-for-all conversation, but sharing audience comments (not just answers to questions) will demonstrate that you're listening. An engaged audience is more likely persuaded and/or learning than a passive one.

Attendees' Favorite Resources

The list below is an aggregate of submitted favourites, listed alphabetically (as submitted with light editing). There were also many submissions for other great books and sites, but this list is limited to those resources whose primary focus is on communication (with a couple exceptions where an impassioned plea was made about why the resource would be great for presenters!).

Websites and Blogs
articulate.com/rapid-elearning/ * beyondbulletpoints.com * resources.bnet.com/topic/leila%2527s+house+of+corrections.html * brainybetty.com * indezine.com/products/powerpoint/ * langevin.com * laurelandassociates.com * lessig.org * presentationzen.com * speakernetnews.com * woopidoo.com * thevirtualpresenter.com (yes, this was a submission, thanks!)

Stock Photo/Art
acclaimimages.com * alaskastock.com * clipart.com * dreamstime.com * flickr.com * fotolia.com * freestockphotos.com * gettyimages.com * iclipart.com * istockphoto.com * jiunlimited.com/en/index * jupiterimages.com * kodakgallery.com/Welcome.jsp * office.microsoft.com/en-us/clipart/default.aspx * photographersdirect.com * shutterstock.com stockexpert.com * webshots.com * worldofstock.com

Books
Animals in Translation - Grandin * *The Back of the Napkin* - Roam * *Beyond Bullet Points* – Atkinson * *Crucial Conversations* – Patterson * *E-Learning by Design* – Horton * *The Exceptional Presenter* – Koegel * *A Kick in the Attitude* – Glenn * *Great Demo!* – Cohan * *Influence: The Psychology of Persuasion* – Cialdini * *Learning ID Fast and Right* – Piskurich * *Little Green Book of Getting Your Way* – Gitomer * *Live and Online* – Hoffman * *Made to Stick* – Heath * *Michael Allen's Guide to eLearning* – Allen * *The New Rules for Marketing and PR* – Meerman * *The New Virtual Classroom* – Clark * *Presenting to Win* – Weissman * *Presentation Zen* - Reynolds * *Purple Cow* – Godin * *Say It with Presentations* – Zelazny * *Talk Is NOT Cheap*! - Inman-Ebel * *Telling Ain't Training* – Stolovitch * *Slide:ology* – Duarte * *Synchronous Trainers Survival Guide* – Hoffman * *The Quick and Easy Way to Effective Speaking* – Carnegie * *What's Your Story?* – Wortmann * *The Wizard of Ads* (trilogy) – Williams * *What's Your Story?* – Wortman * *Why Don't You Want What I Want*? - Maueur * All books by Edward Tufte * All books by Robert Mager

A few of Roger's favorites not on the above list:
The Power Presenter – Weissman * *Straight and to the Point* – Kosslyn
Color tools: http://websitetips.com/colortools/
- That great chart about charts I promised: http://www.extremepresentation.typepad.com/blog/2006/09/choosing_a_good.html
- Free stock images: http://www.virtualhosting.com/blog/2007/100-legal-sources-for-free-stock-images/
- A BUNCH of public speaking blogs: http://sixminutes.dlugan.com/public-speaking-blogs/
- A couple other fave blogs:
  - http://www.speakingaboutpresenting.com/
  - http://workshifting.com/
- Every business is unique, but here are two example ROI calculators for online training:
  - http://training.cuna.org/trainers/roi_calc.html
  - http://www.ewebuniversity.com/corporate/roi.asp
- Links to the first two events:
  - #1 https://www1.gotomeeting.com/register/927143145
  - #2 https://www1.gotomeeting.com/register/475604200

About 1080 Group, LLC

Roger Courville is author of *The Virtual Presenter's Handbook*, principal at 1080 Group, and recent inductee into the National Speaker's Association. 1080 Group is a training and coaching firm helping executives design and deliver interactive webinar presentations and programs. The 1080 Group team has a collective experience that includes hundreds of clients, thousands of web seminars, and more than a million web seminar attendees. Learn more about Roger at http://1080group.com/roger-courville.php, and feel free to contact him at +1.503.329.1662 or roger@1080group.com.

Additional 1080 Group Resources
www.theVirtualPresenter.com - Roger's blog and book (*The Virtual Presenter's Handbook*)
www.twitter.com/1080Group - Roger on Twitter

About this Document

This is a handout for participants in the 2009-10 webinar series sponsored by Citrix Online Australia. The guest presenter was Roger Courville, Principal at 1080 Group. Its intended use is as a supplement to the content presented that is now available online as a recording, but does not represent a summary of the presentation. Links provided in this document were working at the time of its creation but may change over time, and they lead to content publicly available on the web. Please respect the intellectual