BEST PRACTICES FOR WEBINARS

INTERACT WITH YOUR AUDIENCE FROM THE START
Drive engagement and interest in your topic by getting attendees to interact with you early and often.

VISUALIZE YOUR CONTENT

TRIM DOWN YOUR CONTENT
Make sure your content is presented in a concise and straightforward manner.

AVOID TEXT HEAVY SLIDE DECKS
Although slides with a lot of text may seem meaningful and informative, it draws attention away from the presenter's verbal content.
Replace text heavy slides with images, key terms, or brief paraphrased texts that help to drive content home without distracting it from the presentation.

SUMMARIZE YOUR TALK
Spend the last two minutes of your session highlighting key points that you want your attendees to take away from your presentation.
Imagine giving your attendees a final elevator pitch of the information you just went over.

SET THE STAGE FOR AN INTERACTIVE & ENGAGING SESSION
Use all of the tools at your disposal so that interaction does not become mundane. Consider asking attendees to type in responses to questions or offer comments using the Q&A or chat functions.

VARY YOUR INTERACTION WITH THE AUDIENCE
Five minute intervals are a good marker for interacting with your audience.

USE ANNOTATION TO GRAB ATTENTION
You have many options for drawing, highlighting, making lines and arrows, and blocking out areas on your screen under the ‘draw’ menu.
Use the spotlight menu to access the arrow pointer and the red spotlight tool tip that will let you use your mouse as normal while it’s active, which is ideal for demos.

LEAVE TIME FOR QUESTIONS
Even if you are engaging with your audience throughout your presentation, you may not get through all of your questions.
Try to use the last five minutes of your presentation time for any unanswered questions or unaddressed comments.

Visit med.stanford.edu/cme for more tips.

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uit.stanford.edu/service/zoom