

Preparing your presentation

# 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.

## 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.

## TRIM DOWN YOUR CONTENT

Make sure your content is presented in a concise and straightforward manner.

The nature of a web conference does not lend itself to speakers going over their allotted presentation time. Prepare accordingly so you are not rushing through your slides before time is up.



## VARY YOUR INTERACTION WITH THE AUDIENCE

Five minute intervals are a good marker for interacting with your audience.



# VISUALIZE YOUR CONTENT



## 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.

## 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.

## 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.



## LEAVE TIME FOR QUESTIONS

Even if you are engaging with your audience throughout your presentation, you may not get through all of your their questions.

Try to use the last five minutes of your presentation time for any unanswered questions or unaddressed comments.

Visit [med.stanford.edu/cme](https://med.stanford.edu/cme) for more tips.

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