

Tips for hosting a webinar

A webinar is a **live web-based event** providing a live platform to connect with an audience and giving them a feeling of a one-on-one conversation.

Hosts can deliver a lecture, conduct interviews, share their computer screens, give product demonstrations, and answer people's questions.

Creating successful webinars can help you reach a broad audience without a large investment, but it can be quite tricky to deliver an engaging webinar. Hopefully, with these preparation tips, you'll be able to get great results!

Your Webinar Concept tool

1	<p>Webinar Outline</p> <p>Create an outline of the entire webinar (bullet point headings are great). Remembering that an online audience may be time poor, try and keep webinars to a 1-hour time limit. Focus on one specific topic that takes you to a second topic within and that's it. Make content is useful and clear. Use enticing title based on your outline.</p>
2	<p>Presentation</p> <p>The presentation is key to a successful webinar. Appealing and engaging graphics will keep audience interested longer. An amazing slide deck to reinforce what you are talking about, helps with simple short text, and key words. Use a colour palate and select a few colours to compliment your theme.</p>
3	<p>Use various types of media</p> <p>Using different sources to prove your points can help your audience understand your topics and believe in you. <i>Imagine watching the news on TV, what is more impactful: a journalist sitting on the desk and reporting the news OR watching the actual footage of what happened?</i> You can do the same thing during your webinar and create something exciting. Mix your live video broadcast with pre-recorded videos, share your screen, use images and switch between different cameras to really get your point across, impact your audience and keep them engaged. If you still don't have a live streaming software and you want to create impactful webinars, download ManyCam for free and give it a go!</p>
4	<p>Give them a live demo</p> <p>People like to see products and tools in action. If you are talking about a product, showcasing a new tool or simply teaching your audience how to do something online, instead of sharing pre-recorded demonstrations, give them a live one. So, share your screen and allow your audience to enter your world. Here is a quick tutorial on how to share your screen with ManyCam!</p>
5	<p>Practice, practice, practice</p> <p>To make sure everything is on point, it's a good idea to practice your presentation a few times. It's even better if you find the time to record it, watch it and then make any necessary adjustments before going live. This can make a big difference to whether you have a successful webinar or not. You can also show your recorded session to a small group and get their opinion.</p>
6	<p>Test before going live Testing is obvious but still, many people don't. Before your live session, double check everything, audio, video, presentation, sources etc. Do a trial run and see if it's going well. Avoid using wireless internet, just to be safe and to have a successful webinar.</p>

Other options may include

Have a moderator or a host - to present with the speaker may help with the dynamics of the webinar as the moderator can manage the time, flow and audience questions, while the speaker focuses on the content. It can get a bit overwhelming for one person to do it all, especially if there's a larger audience.

Interacting with your audience - helps to keep them engaged. This can be done by asking for their participation and asking questions or get them to send in their questions. Offer a special reward for the most engaged attendees.