

# TAKING WEBINARS TO THE NEXT LEVEL

## KNOW WHAT YOU WANT – AND DESIGN TO ACHIEVE IT

Use the three questions of designed dialogues to clarify your purpose with the webinar. And use this knowledge when putting together the programme.



## CREATING QUALITY CONTENT

A webinar often contains presentations. And what normally makes a presentation good applies here as well. Only it's amplified, because you don't have the direct interaction.

### REMEMBER:

- Keep it short. Shorter than 15 minutes is a good rule of thumb.
- Keep it focused. Build your presentation around a few key statements.
- Think of your audience: what do you want them to take away?
- Only use slides as visual support for the participants (showing models etc.). Avoid long sentences.
- And when other people (contributors, experts, etc) are presenting at your webinar: involve them – early on. And be clear on expectations and the constraints of the format in your brief.

## PRE-RECORDED VIDEO SEGMENTS

Pre-recorded video allows you to open up the format of the webinar and allow other voices from both inside and outside the organisation to be heard. Experts, customers and internal stakeholders can all be involved by using pre-recorded segments. And the use of different locations creates variety for the viewer.



## GETTING THE MOST OUT OF INVOLVEMENT

No matter how you choose to involve the participants; remember to be honest, focused and deliberate. Honest about why you involve the participants and what their input will be used for. Focus on how you create boundaries for the participants to be involved within. And deliberate in how you design the process in order to facilitate the desired dialogue.

## INTERVIEW

An interview is a great way of communicating content in a varied way. However, it should feel like an actual dialogue. So, agree on themes and talking points before, but don't script the conversation. Aim to know in advance what will be said but give freedom as to how it will be said.

### TIP:

Ask the interviewee to prepare the first sentence of their first response (and let them know your first question). This can be especially helpful to get inexperienced interviewees talking.

## THE GOLDEN RULE

MAKE YOUR WEBINAR RELEVANT, ENGAGING AND VARIED.

## MICRO ENGAGEMENTS

Use micro engagements like polls and word clouds throughout the webinar to involve the participants and let them voice their opinions. Micro engagements are like all other forms of involvement: the answers must be acknowledged and integrated in the dialogue.



## BREAKOUT SESSIONS

The ultimate way of involving participants is by asking them to be speaking. Breakout sessions help you to this. But you must help them structure the conversation, for instance by using questions or interactive work boards.

Group the participants in teams of around four people to make sure that everybody is heard. And if you are not able to have a facilitator/host in each breakout room to help, make sure to keep the process as simple as possible.

### REMEMBER:

The participants need some way to feed the points of their conversation back into plenary. This can be through presentations with a clear purpose – but you can also use micro engagements.

