

# 5 BEST PRACTICES

## A SPEAKERS GUIDE TO A SUCCESSFUL WEBINAR

As a professional expert and speaker, we want you to have the information you need to set yourself up for a successful webinar. Presenting in front of a virtual audience can be challenging so we want to help. Below are five tips to help you deliver an authentic webinar, on target with your message, and suggestions on how to have some fun while doing it:

### 1. FOCUS ON THE LEARNER – PROVIDE SOLUTIONS, EDUCATION, AND INSPIRATION

- The content should be your main focus. People attend webinars to learn and it's important to keep the audience interested. Choose a specific topic that you can provide in-depth details on. This will help when fielding questions from the audience.
- Structure your webinar content like a story. There should be a central narrative that flows from beginning to the middle and end.
- Provide key takeaways and action items. You will make the webinar far more interesting if you include stories, share personal experiences, and include images or videos. This will not only help communicate your important messages, it will also allow you to feel more comfortable.

### 2. DON'T BE AFRAID TO SHOW YOUR PERSONALITY AND ADD ENERGY TO THE WEBINAR

- There will be someone with you as you present so you're not talking to a computer screen. Instead of worrying about an online audience, focus on the natural speaking energy as you stand at a podium in front of one of our staff members. It will be as if you are talking one-on-one.

### 3. SPEAK THE LANGUAGE OF YOUR AUDIENCE

- We have a wide audience that tunes in for our webinars (CVB's, Chambers of Commerce, tourism related businesses, etc.). As the live stream begins, share an overview of your presentation and provide definitions for specific terminology. Not everything you present will be familiar with the entire audience so start off by covering the groundwork.
- Maintain a conversational tone and address the audience by using "you" in sentences.

### 4. DON'T CRAM

- Your presentation should focus on ONE thing. If you try to cram too much into your presentation you run the risk of listeners losing interest.

- Your slides should strengthen and emphasize your points, it should not be your script.
- Leave time at the end for questions and conversation.

## **5. DON'T OVERTHINK IT**

- Know your presentation flow and story. It's good to practice but not so much that it sounds like a robot.
- Being prepared will provide an additional boost of confidence as the live stream begins.
- Remember to also have fun! You're the expert and you're a teacher for Nebraska's tourism industry.