

Tips for presenters

- Define learning outcomes and make sure you consider what the audience will find useful;
- Know how to respond to common technical issues and have responses at the ready;
- Don't have more than three presenters;
- Don't use too many slides, include graphics and visuals, don't overuse text;
- Use interactive options like Q&A sessions, polls;
- Speak to your audience (your audience is 'in' the camera);
- Maximum duration of webinar 35-45 min;
- Allow time for short and encouraging wrap-up.

Do

- Have some voice speaking before start time so people can check their audio;
- Display a welcome slide before start time so people know they're in the right place;
- Include photos of the speakers;
- Have a technical producer to support presenters and attendees;
- Provide common troubleshooting tips upfront;
- Encourage attendees to post questions for everyone to see;
- Use chat to allow attendees to share information and interact;
- Give attendees the option to hide chat if they find it distracting.
- Share links in chat for more information;
- Record the webinar and allow it to be accessed for future viewing.

Don'ts

- Don't run over time, talk for long stretches over the same slide, or rush at the end;
- Don't read the exact text of slides aloud;
- Don't say, "Can you hear me?" It leads to a distracting deluge of responses;
- Don't use chat for tech support questions as that disrupts the flow of the conversation.

Consulted websites

- <http://www.oclc.org/blog/main/36-tips-for-making-webinars-that-dont-stink/>
- <https://www.frankwatching.com/archive/2015/01/13/een-succesvol-webinar-organiseren-10-tips/>
- <https://blog.clickmeeting.com/10-key-dos-donts-webinar-presenters>
- <https://www.frankwatching.com/archive/2017/02/10/zo-organiseer-je-in-12-stappen-een-succesvol-webinar-infographic/>

Tips for webinar attendees

Before the webinar:

- Check software before entering the webinar
- Test your microphone, webcam, speakers
- Contact support team with any questions before the webinar

During the webinar:

- Log in to the web conference 10 minutes early
- Mute microphone
- Be an **active** participant

- Be **respectful**
- Provide feedback: type a short phrase about the best thing you got out of the webinar
- Do not use the chat box for side or unrelated conversations

<http://www.tellonline.org/articles/5-tips-for-webinar-attendees/en/>
<https://www.slideshare.net/BigMarker/the-best-webinar-ettiquette>