Preparing for your webcast appearance.
The best preparation for appearing on a webcast is simply to know your material and be yourself. Our staff is there to make you look as professional as possible. Together the result will be a highly professional webcast.

Not your typical presentation.
Keep in mind that a webcast is more like a television broadcast than a traditional CLE lecture. You will be in a studio without an audience. If you are on a panel, simply have a discussion amongst yourselves. If you are presenting alone, our floor director will cue you where to look. In either case, be confident and enthusiastic in your presentation.

Have a plan and write out your teaching objectives.
It is essential that you have a firm grasp of what you intend to convey to the audience. If you have clearly defined goals, you are likely to be very successful.

Introduce yourself.
We do not have an introduction specifically for your webcast. Please introduce yourself, and any other speakers, at the top of the webcast.

Explain your presentation.
After the introductions, tell the audience what you are going to present and what you hope to teach them.

Follow the structure of your written materials.
Do not read. However, use the general structure of your outline to present your materials. If you need to deviate from your materials, tell the viewers why.

Give practical suggestions.
Your audience wants you to provide practical suggestions and tips. They want answers to problems and information they can immediately apply to their practice.

Use examples.
Examples are wonderful teaching tools. Whether it is “real life” or hypothetical, we strongly encourage their use. Examples bring materials to life, and help illustrate key teaching points.

Use audio visual materials.
The webcast provides two media windows. One is the audio/video portion of the webcast and the other is a computer feed. You may use this computer feed for PowerPoint, a demo of software or website, or an iPad. Please let us know your request.

Timing
We will start on time because the webcast is live. Please try to end on time, however, if your presentation runs slightly over the allotted time, it will not cause any difficulties.

Practice your presentation.
It will help your timing. You will also get new ideas from your presentation. If yours is a panel discussion, determine the length of time you wish to spend on each point or question under discussion, with your panel.

Questions from viewers.
Registrants will have the capability of e-mailing questions to you. Typically, your programming attorney will review the questions and pass them on to you in writing. Please use your judgment as to which questions are the most appropriate to answer on air. If you decide not to answer a question in the webcast, we ask that you provide a brief answer via e-mail after the presentation.
Appearance tips.

- **Avoid small, intense patterns**, such as herringbones, hound's-tooth checks, or small stripes. Larger patterns are fine.
- **For women – avoid delicate blouses and any dress.** It is difficult to properly attach the microphone to a delicate blouse or dress. Also, please avoid noisy bracelets or bulky necklaces, which can create unwanted background noise.
- **Please consider ways to keep your hair away from the microphone.** If you wear your hair in a longer style, keep in mind that if your hair brushes the microphone (we use lavalier mics that clip on to your clothing) it will cause an annoying rasping sound.

Where do I look when I am on camera?

You will be presenting to multiple cameras rather than an audience. If you are presenting alone, you will be talking directly to the camera. The Floor Director will assist you in identifying which camera is active, and when a change in camera will occur. If your presentation is a panel discussion, simply have a discussion between yourselves. Our technician will choose camera angles and zooms as appropriate. The Floor Director will go over the production aspects before we start, ensuring that you are comfortable, aware, and confident in performing in front of our cameras.

Cell Phones, Blackberrys, PDAs, etc.

Because this is a live production, please leave any electronic device outside of our studio. We cannot edit or remove unwanted noises or distractions such as ringing cell phones or beeping PDAs.