



# HOW TO DELIVER A GREAT WEBCAST PRESENTATION

7 tips to help you become a successful webcaster.

## 1. Arrival Time.

Please arrive 30 minutes prior to the scheduled start time for your webcast so that we can have time to go over production details, finalize our set, and test microphones.

## 2. Where to Look.

You will be presenting to a camera rather than an in-person audience. Our Floor Director will orient you to the studio and where to look during your webcast. You will be looking at a camera, your notes or your co-presenters. We will make sure that you are comfortable, aware, and confident in performing in front of our cameras.

## 3. PowerPoint.

Your PowerPoint slides will be streamed from our studio laptop and displayed on a monitor for your convenience, but your slide notes will not be displayed. We advise against relying too heavily on the monitor, and encourage you to have a paper or electronic copy of your materials available for your reference, especially if you need to read something verbatim.

## 4. Timing.

Because webcasts are LIVE presentations, we will start the webcast on time. Please try to end your presentation near the scheduled end time. You may end a minute or two before or after your scheduled end time. **We do not allocate time for a Q&A session at the end of webcasts**, due to the inherent time lag in this format. Plan to fill your allotted time with content.

## 5. Introduce Yourself.

You will introduce yourself and any co-presenters, at the outset of the webcast. We recommend a short informal introduction that includes information about your background that relates to the topic of your webcast. Your full bio is also accessible to viewers on screen.

## 6. Delivering Presentations that Utilize Dynamic Elements.

Because webcasts operate differently than in-person seminars, our staff will discuss the logistics for using any dynamic elements you have included in your presentation, such as videos, polling, or online demos.

## 7. Questions from Viewers.

Questions can be submitted via email by attendees at any point throughout your presentation. Our staff will receive and relay questions to you on question cards. You are free to handle these questions in any way you see fit, including responding via email after your presentation has concluded.