



HOW TO PREPARE A GREAT WEBCAST PRESENTATION

*“Before anything else, preparation is the key to success”
– Alexander Graham Bell*

7 tips to help you prepare a great webcast.

1. Not Your Typical Presentation.

A webcast presentation is more like a television broadcast than a traditional CLE lecture. Your presentation will be LIVE, but you will be in a studio delivering your presentation to a camera rather than an in-person audience. The best preparation for appearing on a webcast is to simply know your material and be yourself. Our staff is there to make you look as professional as possible so you can focus on delivering your presentation with confidence and enthusiasm.

2. Studio Setting.

Webcasts are streamed live from our Minneapolis Conference Center studio. The number of presenters determines the studio setup. Single speakers can choose to sit or stand. Duos and trios will be seated in comfortable chairs around a coffee table. Panels will be seated at a conference table.

3. What to Wear.

Our studio features bright lights and a dark blue curtain as a backdrop. We recommend that presenters avoid wearing small, intense or high contrast patterns, such as herringbones, hound's-tooth checks, or small stripes. Larger patterns are fine. Additionally, keep in mind that a microphone will be clipped to your lapel or in that vicinity. For those with longer hair, please wear your hair back so that it does not brush against the microphone.

4. Have a Plan.

Good CLE presentations are organized and easy for attendees to follow. Begin with the end in mind. Consider the key concepts and ideas that you want your audience to learn. With that in mind, your PowerPoint and materials can provide a clear guide for how you will convey your content.

5. Practicing Your Presentation.

Practice articulating your presentation in advance to refine your delivery and establish time markers. Experienced presenters often tell us that their presentation seems to flow more quickly in the studio than in the in-person setting. Establishing time markers will give you confidence that your content will fill the allotted time.

6. Questions from the Audience.

Questions can be submitted by viewers at any time. Questions will be delivered to you via a question card during your presentation. ***We do not reserve a designated Q&A time during webcasts***, due to the inherent time lag in this format. If you have concerns about filling the allotted time, it is often helpful to prepare your own questions in advance or to prepare additional material in case you need more content than originally anticipated.

7. Use of Interactive Materials.

The use of audio-visual material can greatly enhance your presentation. Consider dynamic elements such as an online demo, video, polls, or visiting a website. Please ***email us at least a week in advance*** if you plan to incorporate dynamic elements so that we can make necessary preparations.