

Event ID: 1965746

Event Date and Time: 6/7/2012 2:50:09 PM ET

Today's Webinar is entitled when webinars attack getting from tedious to terrific. The presenter is Laura Solomon. Laura is a library services manager for the Ohio public library information network and the former web applications manager for the Cleveland public library. She's been doing web development and design over 12 years in public libraries and as independent consultant. I'm now happy to introduce Laura Solomon.

Hi. Thanks, Eileen. Kevin hear me -- can everybody hear me okay? You can use your little check mark or hands are good, just want to make sure. Good, okay, lots of hands. This is a good thing because the first thing you need to know is if nobody can hear you, the whole thing is pointless. .

So let's assume everybody can hear me. Let's get started with when webinars attack. How many of you have sat through absolutely horrendous boring Webinars? Go ahead and use that little hand again. I'm watching your responses come in and it's like a 100% response rate, absolutely everyone. We have all sat through these things and there's all kinds of reasons about why these things can go so badly.

I want to talk first -- by the way, in case you want to use this hash tag, you can use the one that infopeople describe Orlandoier or I've got one. So if you want to talk -- earlier or I've got one. so if you want to talk about how boring I am, you.

I want to talk about how I got to be comfortable with doing so many webinars Ly someone ask me several years ago -- I had someone ask me several years ago, they were pretty nervous just starting to give publications and wanted to know should pray in front of Amir, join toast mast -- practice in front of a mirror, use toastmasters?

I explained how I got to be comfortable with presenting and this is not a route I would recommend to have one because this was trial by fire. In my first career I was an environmental education teacher and my job was to keep inner city kids who had barely ever seen a tree interested in things like life cycles of frogs and the dietary habits of things like Turkey vultures which are pretty fascinating. They throw up on their enemies which is kind of disgusting, but kid love that and possibly I was teaching -- kids love that and possibly I was teaching this when it was cold or raining and most these kid don't rain things like heavy duty outdoor raincoats.

So you learned quickly you had to make the topics interesting or two things were going to happen. The first one is the final evaluations would rip you to shreds and the second thing is the kids honestly would probably beat them to it because they were bored to death.

However, interesting if you want to put that word in quotes is really a very tricky word and it often means something different from one person to the next. You might be interested in model planes. The next person might not be.

So the hook you get people to get to listen to you will be different, too, and quickly discovered I needed to replace the word interesting with the word relevant because it's my job to make those classes relevant to those kids. Like said, many had never seen more than an occasional tree in the park to the point where they were not only not bored but could make some kind of personal connection to the information I was giving them and without that personal connection that information would go in one ear and out the other and like I said,

two things would happen. I'd get ripped to shreds one way or the other.

In other words, it was my professional responsibility to give them a reason to care and I've since translated that experience to presenting. I want to help you perhaps translate that experience as well without going through what I did, although I have to tell you it was one of the best jobs I ever had.

This is not actually a picture of me, but it might as well be and I suspect most of you probably look the same since I took a little poll of you a bit ago and just about everybody put their hand up.

So we're all pretty used to being bored. We've all been stuck in a Webinar for continuing education or something and we're bored to tears and we're doing all sorts of things that were not related to the Webinar.

In fact, Nancy Duarte wrote a great book, the author of slidology and she did some polling and found that barely 15% of her respondents actually just sat and watched a Webinar. The rest were checking e-mail, texting, doing other work, even going to the bathroom, surfing, any number of things and I guarantee I bet you anything -- I'm not going to ask -- but if I were you, I'd be doing something else while you're listening to me because that's just the way I am. I multi-task and quite honestly I don't think I'm going to engage your attention for the full hour.

So that's a pretty depressing number. If you're a presenter, you're thinking oh, my gosh, 15% best case scenario are actually going to sit there and listen to me? But it gets worse, right? Because leading a Webinar is really easy.

You can check the X in the top right-hand corner and say oh, I'm out of here. I've had enough and you can always mentally check out. This sort of underscores the futility of trying to control what your audience does. Have people mentally check out when they're physically present. How many of you have sat through a live in the room with somebody kind of presentation and you've mentally done something else or heck, nowadays we've got phones, right, or tablets. We can pretend to take notes and be check Facebook and Twittering and everything else.

We've all done it, right? We have limited amounts of attention I always joke that I have the attention span of a gnat, so if you can entertain me, you're doing great job, but it's really easy to lead a Webinar. .

So if you're a presenter of a Webinar or you're going to be a presenter, you might be feeling like this about now thinking forget it, nobody is going listen to to me it, doesn't matter what I do and there is a reality there you have to understand that nobody is probably going to give them your undivided attention.

Maybe also you've given a Webinar before and found the experience to be a bad one. There's always that deadly silence where people don't talk to each other or to you or even in the chat because I keep one eye on the chat to see what's going on. Sometime nothing is happening. You're wondering is anybody getting any of this or paying attention? Nobody is responding to question and when they ask questions, maybe they're the dreaded questions you weren't expecting or hope nobody will ask.

Maybe your evaluations have come back with poor comments. Maybe you haven't given a Webinar, but you're going to and now you're nervous because of everything I just told you. Whatever your situation is you can do this. Take a deep breath. And you can do it well, but it will take some work and possibly some changes on your part.

So here's what we'll look at today. Here's what you'll learn about today. How Webinar goes bad. I bet honestly if we did a poll, you could give me tonnes of reasons why they go bad -- tonnes of reasons why they go bad. .

What tends to go wrong and how to fix it, what does this mean to me, Laura, which I'll talk about when we get to it, some tech tips and questions. Having said questions is at the end I actually prefer to take questions in context. I think it makes more sense and is more engaging and I think it's kind of rude to say don't talk to me until the end.

So if you have questions, feel free to put them in the Q and A box. you put them in the chat box, I may also see them, but on my screen the Q and A box has more space and is much more visually appealing. If you put them in as we go, I'll do my best to answer them in context rather than shoving them all to the end. . . So why do rebounds that are go bad (let's take a look at -- webinars go bad? Let's take a look at some of the most common reasons. This is pretty obvious that many people can't see you, but I think people underestimate how much of a role this really plays. .

In person presentations, there is nonverbal cues and body language and those play heavily into human interaction. when you and the learners can't see each other like you can't see me and I can't see you, that's a huge obstacle to overtime.

How many of you have ever had an e-mail misinterpreted? You can use those hands or the check box. Pretty much everyone. I can't imagine that anyone who has been using e-mail for any length of time has never had an e-mail misinterpreted and that's because there is often no nonverbal cues.

That's why people started throwing in emoticons and we've got Smiley faces to give some kind of nonverbal cue that I didn't mean this in bade way, so here's a Smiley face to -- a a bad way, so here's a Smiley face to make it all better, but all that is missing in a Webinar

I suppose I could throw Smiley faces up there, but you're not seeing me. I'm a very hand wavy kind of speaker, I don't know the term for that, physically -- I don't know. My hands are waving around. So you're not seeming that, but I'm feeling very passionate about what I'm talking about.

The only way you could potentially get that is through my face. so in some ways it's literally the blind leading the blind because people can misinterpret what you say just like they can in an e-mail. Voice does have more in flexion, of course, hopefully than an e-mail, but misinterpretation can happen there, too.

So both sides are handicapped. We can't season other and we can't get those kinds of cues and this can be disconcerting if you're gainer presenter because you won't get any -- a beginner presenter because you won't get any feedback from your audience that doesn't come through voice or the chat box.

I can't tell if you're all sleeping or checking Facebook or whatever. So it's very easy for me to charge ahead with no sense of how the audience is responding. I don't get that in a Webinar.

How many of you have actually seen me whether in person or a picture of me? A fair number of you, okay. You could probably pick me out in a lineup. Quite a few of you. But your learners don't always know what you look like and that's also a hurdle because doing online training is not the same thing as hosting a radio show that is purely entertainment.

When you're doing training, it's assumed the reason you're doing the teaching or training is because you are some kind of authority on the sun that you have and a -- subject that you have and we're human. we're not blind, we do use our eyes to make judgments

We're library people, right? Don't judge a book by its cover, but we do and we know our patrons do it. how many of you have had a patron come in and ask for a book by the cover color or illustration? Yeah. we're very uniform. Absolutely, we do judge books by cover.

Anybody who can see and is human typically does. If you can't see me, it's harder for you to make judgments about me and we make judgments based on appearance all the time even if we know that isn't always accurate.

How do you get around this? Some Webinar software allows for a video feed where you can show yourself talking in realtime at the computer. A lot of Webinar packages don't do this and honestly even for those that do they tend to suck up so much bandwidth that they're often not worth it because they slow things way down and many people on the receiving end may not be able to receive the video or maybe even on a dial-up connection.

So what can you do to help people feel comfortable and build trust because that's really what it's about? How can you do that? It's not that hard. Add a picture of yourself to the opening slide. I purposely did not do that simply for the purposes of this presentation, but I do like to do that often when I give Webinars, here's a picture of me and infopeople are rather good about it because when they list presentations on their Webinars or website, they include a picture of the presenter. My suspicion is that that is where many of you sought picture on the far left to begin wit -- saw the picture on the far left to begin with. I like funny pictures, too.

Even if your photo papped on N operated or online program -- appeared on a printed or online program, this can be a helpful step for people to help remember who you are. Another common problem when webinars go bad is you've only presented live. .

A lot of us have presented in front of an actual room of people. Just a quick poll, how many of you have stood up in front of a group of people and presented something? Oh, once again wow, okay, pretty much everyone, pretty impressive.

Presenting a Webinar at least in my opinion is actually harder than presenting live. Presenting live you can get away with more mistakes often because it's harder for people to go do other things and because it's easier tone gain an audience that you have eye contact -- to engage an audience that you have eye contact with.

Granted people will still be maying on their phones and whatever, but if you have eye contact, they'll at least feel guilty about that. In a Webinar there is no guilt possibility because I stance ask you a question or walk towards you or stare you down. Itch used to be a teacher -- I used to be a teacher, so I have these tactics to kind of keep people with me, so to speak. That's not available in a Webinar

You can also be kind of blaise live and it can be deadly. Unless you're a person who does a radio show, you'll feel like a fish out of water. The good news is a lot of things you need to do to be good at Wednesday marches are the same as to be -- Webinars are the same as to be good at a live presentation which brings me to No. 3, if you are presenting new.

If you were to ask my opinion, I would never recommend anyone start with giving Webinars. Get very, very comfortable with in person presentations first.

Why? Because unless you are that rare person born to be a radio personality, you're likely going to have an extremely difficult time connecting to your audience. It's very helpful to know what audience expectations might be and how people react to certain ideas.

I had the opportunity to give the same presentation both online and in person and it's very striking to me to see the reactions to some things when I do it in person. Some ideas I present will often get people kind of uptight. My nickname is mean Laura and in person I can see the jaws clenching and the eyes narrowing. You can't see that in a Webinar.

But seeing it in person I now know to preface certain things in my presentations with disclaimers or warnings so people don't get so bent out of shape.

Get comfortable with yourself so you can do it over the Internet. Webinars don't hide you, but rather I think they highlight you with what you do and don't do well. when you say um a lot, that's going to be device as noticeable in a Webinar. Use live presentations to hone your skills first if possible and all of you have pretty much told me you already do this, which is great. You're already ahead of the game.

This one really came back to bite me a few years ago. I was invited to speak to a library consortium in another state and I was told there was going to be a mix of academic school and public librarians. For those of you who aren't familiar with me and what I do, I work specifically for public libraries and also communicate a fair bit with academic librarians. School librarians are my weak spot, but I was not told what the ratio was going to be of school to academic to school librarians.

At the time to kind of date this presentation I was talking about web 2.0 and I was supposed to give four different one-hour sessions that day on web 2.0 to this mixed group.

I got there with all my stuff prepared and all excited and ready to go about only to discover this huge room of like would or 300 people was almost entirely school librarians and most of them did not have access to the majority of tools that I was discussing because they were all blocked in schools, which I did not understand or know at the time.

So this really came back to bite me on the evaluations for good reason. I didn't do my research. So know your audience. I always ask now who my main audience will be if I don't know already. Ask the sponsoring organization if you can somehow poll the attendees before they come to the Webinar.

This kind of information can be the difference between failure and success right there, knowing who they are and never assuming like I did. Make sure your content is a good fit for the people receiving it.

This is a big one I see a lot with Webinars is that people don't know the destination because just telling people stuff no matter how engaging you might be, you might be the best stand-up comic librarian on the planet, but it's not really effective. . The whole point of any training online or off is to move people from point A to point B, from pint not knowing stuff to a -- pint of not knowing stuff to a point -- point of not knowing stuff to a point of knowing stuff.

Really you're trying to get people from point of where they came into your Webinar, point A, to your big idea. When you're getting ready to write the description, the first thing you need to do is figure out what the big idea is. What's the end goal? What should people leave the Webinar with? In fact, when I worked for infopeople doing Webinars, they're very good at this because they force you to do it in little bullet points, what are people going to get out of this particular Webinar and you see that in the program description.

You're basically figuring out what the take-aways are. What's the big ideas you're trying to get across? What one major concept do people have to know by the time the Webinar is over and this is your big idea and the thing around which your entire Webinar should be geared.

I see a question from Beth. Shouldn't your Webinar description provide people with an idea of what the topic is and a level of knowledge to be transmitted? Absolutely, absolutely. All I'm saying is that this is also something that should be included, Beth, is that what are people going to get out of it.

I would definitely want an overview of the topic as part of the description if I were a person thinking about attending a Webinar or any kind of training and I would want to know how difficult the sun matter was and any prerequisites. -- the subject matter was and any rerequisites. That's a good question

No. 6, you're boring, this is probably one of the most common things I personally run into and from my prior poll it sure seems that is it for you folks, too.

Again you only have the Webinar tools, your content and voice to engage people with. You generally have a much more limited bag of tricks than if you were presenting in a roomful of people. In a Webinar I can't get up there and dance or sing or anything. So it's easy to become complacent and put your material out there and hope it sticks. That leads to a follow-up question -- Beth asked a follow-up question, too. When it comes to knowing your audience? Can you clarify that for me, Beth? I don't know what it means in that context and that could be because my brain is running a mile a minute and you're perfectly clear because I'm not quite sure.

Here's a quick summary of the main things that can go wrong. I think probably the most common is No. 6, you're boring, but I would also say I hear No. 5 a lot as a problem.

So how do you fix these common Webinar presenting issues? Let's get started at very beginning and I do mean the very, very beginning of doing a Webinar. Being an early bird literally. Arrive early so you can welcome folks and I try to do that and I try to engage them in the chat box a little bit. Today we were lucky with some interesting music going in the background, so that was a good conversation starter, finding out where people are from I think is really nice.

It can also give you a feel for the people in the room whether or not they have a sense of humor or not, which is important for me since I tend to lack a sense of tact on many occasions. It also gives you a chance to interact with them, show you're a real human being before things get underway because I'm suspecting most of you have not seen me in person. You have probably seen my picture.

I also think I missed a question a little farther back, so give me a second here from Suzanne. Will Laura cover imagery sources, IE where those type of images can be found and whether they are copyrighted or not?

No, I won't be covering that, Suzanne, but corner me at end and I can cover that a little for you. That is a

good question. I wasn't going to cover images specifically. This is more about the actual presentation facets, but that's a good question.

Something else you can do is to open with a grabber slide, a visual that's going to grab your audience's attention. You might remember that I opened with a pic of not actually me, but it might as well have been me, the bored girl with the arrow. That's me during virtually of Webinar that I attend. That's my grabber slide. Get people to wake up and kind of give them an expectation of what's coming up.

That doesn't mean you use a grabber slide and everything after is boring. That's a pretty sure path to failure, too. Make sure it sets the tone for your Webinar.

You also need to use a hook. It's up to you to engage your audience right away with a powerful and relevant hook that includes the word you because remember, most of your job is to persuade the audience of your big idea and to be persuasive you have to make it relevant.

I told you the story about when I worked in environmental education. I had to make things relevant to those kids and you have to make it personal to the people listening, what are they going to get out of it because people are inherently selfish. They want to know what's in it for them and if you don't think you're selfish, you absolutely are. Sometimes we've been trained to not act selfish, but when we're by ourselves, darn it, we're selfish.

And this is one of the reasons that my blog is called what does this mean to me, Laura because people want to know right away what's the connection to them, what's the payoff for them?

Think about every infomercial you've probably ever seen. They start off by telling you what your problem is, right? You have dirty clothes. You have hair loss. You have da, da, da. They're building a relationship here. They understand your problem. Then they attempt to sell you a solution for your problem.

The message is simple. We understand you. We trust -- so you should trust us and we can fix it for you and you have to establish the same sense of relevancy and trust by first making sure that people know you understand where they are and how you can help.

This is essentially point A I mentioned earlier from which you're going to guide your audience to point B, your big idea or the destination.

You also need to forge an emotional connection which means using high I to you ratio meaning you're going to say more things about them than about me. For example, don't say I'm going to talk to you about X, Y, Z today which I did and then I corrected myself. This is one I'm working on, absolutely. I won't pretend that I'm not.

Say I'm going to talk to you about XYZ teed and you really should be saying in the -- today and you really should be saying in the next hour you're going to learn about XYZ again applying it to them because you would the to know why you're sitting here.

This is one of my most common pet peeves. This drivers me absolutely insane in an in-person presentation or in a Webinar. Reading verbatim from the slides. When the presenter reads verbatim from the slides, it drives me crazy because we've all seen people do this. how many people have seen this? I can't -- yeah, a lot. I think

just about everyone has their hands raised.

I can't imagine that by now not everyone has -- imagine that by now not everyone has seen this and you'll notice that I rarely use bullet points at all and what you'll often see in many presentations online or off is that people who use bullet points purely as a crutch and they figure if they just read the bullet points, they're doing their job, but this is not an engaging way to go.

This is the kind of thing that makes me want stuff and check my e-mail. I'm like I could read that myself. Don't need you to read it to me it's not story time really, is it -- me. It's not story time really, is it? So what's the point listening to the presenter because you can read the slides later and go do something else?

Keep in mind also that if you're doing a Webinar, it's likely people are going to be using a social media back channel. Many cases that's going to be Twitter, for example, we've got a couple different hashtags for this particular presentation. So chances are I haven't gone to look yet because I've moving already between two different computers now as it is, but chances are some of you are already tweeting this, at least I hope, so for good or for bad.

If you're doing something as egregious as reading from your slides, chances are good hundreds of people are going to know about it because people will complain about it bitterly on various outlets like Twitter, no pressure, right?

Robin says I find it helpful to have bullet points on my slide if I'm giving handouts in person. I don't want to ride bullet points. That's all I'm going to say about it. This is where Laura's sense of tact disappears. I think as a grown-up I should not be forced to read bullet points. That's just my point of view

Kristen says when we do webinars, people as want copies of the slides afterwards to help them remember. How do you balance between reading too much on the slides or not reading enough?

I don't. If people want to download my slides, they are welcome to and I wash them ahead of time I don't do handouts -- warn them ahead of time I don't do handouts because I think most people throw them in the far and if people really want to see my slides, they can.

In many cases, particularly in webinars, things are recorded. They'll get more out of listening to this T than seeing the slides or -- listening to it than seeing the slides or you can take notes. Again I'm mean. You can write it down. That's just where I come from and I realize that's not a stance everybody harks but as a former environmental education teacher I refuse to give handouts because those things end up in a recycling bin.

Is there a real balance between reading too much on the slides? I think people should be able hopefully from the slides to at least have something click in their heads and go oh, okay. I try to at least put heading on the slides. I guess there is some sense of balance there. I might be overexaggerating my sense of meanness perhaps. I don't know if that answers your question or not, Kristen -- answers your question or not, Kristen, might have just maiden screaming into the night. I guess we'll -- made you run screaming into the night. We'll find out.

This is another pet peeve, just reading from the script and not letting people ask questions or forcing people to ask questions at the end. At that point in my head I'm thinking just Podcast it already already.

I'm thinking instead of reading from the slide now you're reading from your notes verbatim. You can't see this, but believe me, you can hear it. I'm sure you've all been this. You can hear somebody reading things as you go along. You need to know your subject well enough so you can do the presentation without your notes just like if you were doing it in front of an in-person audience and that way your notes become just a memory aid rather than a crutch.

Robin says as a participant I use handouts to remind me to take notes and do it afterwards. Yup. I say bring a notebook or do it afterwards. I'm mean. You can write it on the evaluation. I'm okay with that. .

This is another point I'm terrible at. I admit that right there. You're getting all my weaknesses today, too. People are always telling me it's not a race. I came from upstate New York and when I first came to Ohio, I went to college in southern Ohio near western Virginia and the girl across the hall in my freshman dorm and I struck up a conversation only to discover we virtually could not understand each other.

I had never encountered such a thing. She spoke with almost a southern drawl, a very slow kind of drawl -- dialect way of speaking and I was going faster than I am now, if you can man that, and we really had a hard -- imagine that and we really had a hard time because I would talk so quickly and she would talk so slowly. West Virginia and Virginia are really not the same. It's not a race. . .

it's natural to have an urge to speak quickly when you're presenting to a large group. Somewhere I think in the back of our minds we're going please just let it be over. -- minds we're going please just let it be over. If I do this really fast, it will go away.

Remember, too in a Webinar there can be a short lag from what you see on your screen to what your attendees see which can range from a fraction of a second to a few seconds depending on Internet speed, and in theory I'm terrible at that. It's not a race so you know when you're practicing and you can do better than I can, but by the same token that pace can't be too slow.

A while ago when I was putting this presentation together I asked my Twitter followers about things they hated about Webinars and I don't remember who said it -- I should have put it into my notes -- but this is one that came back as a tweet.

Said it the pace, which is inevitably timed for the ones in the group who have no clue. So you get the people who speed ahead and then you get the presenters who go so slowly because they are basically presenting to the lowest slowest common denominator and you need to find something in between so that people are not bored to death.

So go more slowly but not too slowly. Don't you love that, right in the middle.

We also need to facilitate participation as presenters and this is really I think more difficult in a Webinar. We do have these tools like the little check mark. We have the question box, the chat box, the hand, but I do like it when presenters incorporate polls and ask questions. I think it's a great use of 10 and it keeps people kind of en-- technology and it keeps people kind of engaged and I also think you should be trying to answer questions as they're happening and this is harder to do because you have to do the Webinar and keep an eye on the chat and raised hands, but it ends up with I think a much more effective session because people are acknowledged during the course of the presentation and these kinds of it you want to call them interruptions, I think they add variety and a sense of engagement to things.

One of the best pieces of advice I've ever seen about presenting is to tell stories. People literally remember your exact words and so they tend to remember mental images that your words create for them. So support your key points with relevant stories. I've told you a couple stories at least already today.

One thing I've heard often is help them make the movie in their heads. It's a great thing I think, make the my industry in their heads by using memorable characters, exciting situations, funny stories and with a combination of your examples and the visuals you have it's going to be a much more memorable presentation.

At the very least I bet most of you will probably remember the Turkey vultures throw up on their enemies. That's not your big take-away, but I bet you'll remember it.

I love this quote here which I'm sure you all can read. Another reason to tell stories.

Depending on the technology you're using and the format of your talk, interact with the audience when it's most logical. This kind of goes back again answering questions in context. I'm going to say it again, answer things as they come up.

Same method is to find the logical place in time and -- a simple method is to find the logical place in time and if nobody is asking, you can always stop and say based on what you've heard so far, do you have questions? Does everything make sense? Or you can ask for commentary and some of you have been really good and already given me that, but if you're getting absolutely nothing in that chat box or Q and A or whatever the particular Webinar software has, feel free to throw out questions to the audience. I think there's nothing wrong with that.

Another thing that makes a Webinar different from an in-person presentation, you really need to use more slides. One easy way to do this is to reveal bullet points one at a time as you bring them up and this is one of the reasons you don't do bullet points because typically you're actually seeing my bullet points, but it's one slide at a time. Using mostly visuals and a little text. Remember the only thing people have to look at, it's not you, it's your slides. So the more of those you have, the better.

Sue asked are there humorous pictures available online that you can add to presentations without copyright? There's another image question

Okay. Real quick overview because now there's been two questions, I want to try to accommodate it and I think there's time. There are some free options for stock photography. I did not include it obviously, but if you Google or you're library folk, you can find free stock photography, stock Xchange is one and it might be.RU. I'm try to send that to infopeople so they can send it out. It's one I've used often you can before he it I much used at will. . -- pretty much used at will.

FlickrR, you can find things freely available and give a tricks and, of course, there's always stock photography and clip that's right can be purchased. There's lots of sites, shutter stock, I photo. Thank you, E found it, yes, that's the correct one. I knew it was something weird, .HU. It's kind you get what you pay for nor this case what you don't pay for, so the quality can be kind of oh, but I have found some of the things I can use, so maybe that would be help. , so sue, hopefully that -- helpful. , so Sue, hopefully that answers some questions.

Any suggestions for Webinars using more than one presenter? We've got four on ours. I think if I were going

to do that -- I think I did one Webinar once with more than just me. If I were doing it again, I would probably make sure that I had all of us on instant messenger or some kind of social media back channel that's just us so that we could communicate sort of in between ourselves.

There might be software options and things like webex that do that. Certainly you'll want to rehearse it before you get up there. I think a terrible thing is for everybody to bring their slides and say okay, it's your turn and not have any idea what anybody else is saying or how their stuff paces. So I would definitely recommend a little more practice with more than one person.

Another thing you can do to kind of help yourself in a Webinar is to think Hollywood. Be creative in your use of visual appeal. Now does that mean a whole presentation full of cats? No. That may be kind of cool, but I do think that it's important to include things that are going to be amusing and creative just as you would in a live presentation.

You're going to tell stories and give specific examples, but in a Webinar you'll need even more interesting visuals because again you're not going to be up there dancing around. So you need something that people enjoy looking at.

What if you're giving a Webinar to a small group? Is it silly to poll only two people? No, actually I don't think so and I've done this. I have done presentations where it's just me and like -- I don't know what it's called -- the room host. I guess in this case that might be Chuck and Eileen because it was being prerecorded for a class later on and so I would do that and I would ask them to interact.

I don't think there's anything wrong with that. I think there's sort of an understanding that there's just you and them and I think it kind of makes for a nice class. If you've ever had the opportunity to teach to a small group, it actually can be very enjoyable. I don't think that's silly at all. Heck, the sillier the better sometimes.

Kind of talked about this a little bit already. I said it right there, there we go. I remember listening to one trainer who constantly said all right after nearly everything he said and I was truly ready to scream or kill myself or something by the end of his presentation because I kept thinking what if I jump up and I said no, it's not all right? What would he have done?

This kind of thing can drive your audience to suicide or at least cause them to leave or tune out. so avoid filler words, hmm, ah, you know what I mean, all right. In a Webinar filler words sound even more prominent than in person and I bet you've probably noticed that because I do tend to use um occasionally.

Record yourself, especially if you're new.

doing Webinars because you're going to be unpleasantly surprised about how many times you use these kinds of words. I can almost guarantee it.

Before you end your Webinar with, review -- Webinar, review. You probably do this in an in-person presentation, too but you always want to conclude with your audience, what are the big take-aways and what are you getting out of it and when you do end, end on a high note because your last words will linger. Make sure they're your own words. Don't quote. You want people to take away your stuff, not somebody else's stuff and make sure that they're powerful. So the pressure is on to come up with a good quote or some key idea that's well worded for the end of your Webinar.

Answer questions, assume that there's going to be questions. Even if there aren't any from the group at end, usually a good producer or the person producing the Wednesday are in or hosting will often ask questions to the audience. In my own experience they've been very helpful. A good room host will do this rather than just kind of throwing up their hands and saying oh, well, thanks for coming, I guess there's no questions. Again, you could always thrown out your own questions, too. Don't let people just walk away.

I want to talk briefly about some tech tips. I have my own experience with some tech right before this Webinar I'll talk a little bit about, too. The most common reason that a Webinar tanks actually does not have anything to do with you as the presenter, which will make you feel a little bit better. Well, let me rephrase that. the failure is technology failure, but the failure is not actually the technology, but the failure of Webinar producers, presenters and participants, not just the folks in charge, to really think about the platform limitation and to test their computers.

A lot of people will jump into a Webinar and they have not gone through the full test. Now I don't know what the sound test is like for this particular piece of software. They're using webex and it's a newer version in just the last couple days, but typically most Webinar software has something where people need to test their audio before they jump in. People don't always do that and then you see complaints I can't hear.

Well, it's hard to feel sorry for those folks, but every platform has its requirements for browsers, operating systems, bandwidth, download plug-ins that it requires. Usually everything has some kind of test, so one of the things infopeople does and if you have the opportunity to work with them or any other provider, you make sure that notices about the Webinar go out frequently about okay, make sure you test your software because it often takes people more than one call to action to do something and this is one of the reasons -- it's annoying, but it's why advertisers do it.

It's why you see the same blasted commercial over and over and over or hear it over and over on the radio because it takes more than one time. How many times have you gone oh, yeah, yeah and then you've heard it again. You're like maybe I should look into that and the next time it's like oh, I better do that. We do. We need multiple reminders. So this is one reason why you should make sure your folks are coming hopefully as I have multiple reminders as well.

Make sure that you are using a wired connection. This seems like common sense to me unless I encountered some presenters where I guess it wasn't. You really cannot count on a Wi-Fi connection. The bandwidth is not going to be strong enough to get a lot of data across quickly. You can't count on it. it's a lot flakier regardless of where you are. You might be in your library and think we have the greatest Wi-Fi connection ever, but it's not going to be good enough to do the Webinar as a presenter. Make sure you're on a wired connection.

This was so important to me that came summers ago and this actually happened when I was teaching a course for infopeople.

My Internet went out at my house basically Time Warner couldn't come out a couple days and I was stuck. I can't work on I would time where am I going to go? Well, my in-laws offered me the use of -- on Wi-Fi. Where am I going to go? Well, my in-laws offered me the use of their Internet.

I get there and discover all they had was Wi-Fi and their cable modem where I could stick an Ethernet cable so I could have a wired connection was actually located in their garage. Now this might not seem so bad until

you realize they live on the shores literally of Lake Erie and this was mid of July in mid-season. So I was trapped. I had to close the doors so I wouldn't get more midges than what was already in there and it was sweltering hot and for an hour I taught from the garage, a little old table in the garage with an Ethernet cable that was maybe 5 feet long tops.

Make sure you have a wired connection. I can tell you that class went really well, although I sure needed to shower afterwards.

Make sure you test the actual computer you're on. Don't assume just because the software works on your laptop that it's going to work on your desktop. I actually had this situation happen to me today because typically will do presentations from my laptop, which is wired into my modem and then I'll keep my notes on my desktop and as it so happens, they just came out with this new version of webex the last couple days Stanley tells me and it would not work on my laptop and I had to switch things completely around just before this presentation and load webex onto my desktop so I could use it there.

So that kind of brings us actually to the next slide -- hope you're still there unless you've all gone to check Facebook -- backups matter. As have two computers. Always have two in case something like this goes wrong. I'm always thankful this is not the first time I've had issues, particularly if you learn to work with different kinds of Webinar software, there's always issues. They have their quirks. I shouldn't say warnings but there's enough issues makes you realize you need a -- say always, but there's enough issues makes you realize you need a backup

Have a backup phone. I do not have cell service in my house. I have always used landlines. We thought we were going to drop the land service when we moved to this house be, but no such luck.

I don't have anything but landlines here and I have only cordless phones. So I have to make sure when I do a Webinar where I only have phone access and not voice over IP access, I have to have two charged phones, so if one dies I can jump quickly from one to the other. So backups matter. I've had to do that more than once.

So what does all this mean to me, law ra? Here are the take-away -- Laura? Here are the take-aways.

Webinars are harder but are basically the same as live speaking. A lot of the same issues that can kill an in-person presentation can make a Webinar fail, too.

Webinars force you to be more dynamic, more creative and there's more to juggle for the presenter, you're juggling the tech, Webinar software, phone, probably a chat box, question box, a presenter's list. So practice is absolutely essential.

Remember it's your job to get people to buy into the big idea and to do that again by getting them from point perform knowing little or nothing to -- point point A of knowing little or nothing to point B where they buy your idea and near eager to implement your idea. That's how you know you've done it right when people say okay, these are some ways that I can do that.

And this is the thing I'll leave you with today before I take further questions, I used to be a children's librarian, so I'm very familiar with story time. In my own experience and my own take on presenting well it really is just another story time. Adults like stories, too. We like to be entertained and if you're entertaining, people will often get the big idea.

I see some questions heading in. these are different ways you can stalk me online. I'm going to try to catch up on things that I've missed in both the chat because here's two boxes. There is a lot to juggle. Kay says I should be blogging that adventure. I'm guessing you mean the minimums in the garage. I'd rather forget -- the midges in the garage. I'd rather forget that honestly.

Let's see what else I've got here, yes. That's a day I could live without. . my favorite presentation experience, although it makes for -- not my favorite presentation experience, although it makes for a good story.

Also recommending headsets for the mic for presenter. That's another one. when you have the opportunity to work with software that allows voice over IP, that is definitely preferable like right now I'm on a phone which as I understand is going away. Stanley tells me actually infopeople is moving to Adobe connect which will allow for voice over IP and that will make lots of us very happy

Chris asks any special tips for presenting an in-person presentation that is also broadcast as a Webinar? I'm trying to think if I've done that. I think I did do that. In fact, I know I did that about three or four years ago, but boy, that brings back memories.

You have to am people can't see you. I'm making assumption that there's not a video feed with this. If there is, then probably there's very little difference, but making the assumption that there is no video feed, again people can't see you, so right now I could be waving my arms wildly or doing a jig. You don't know that. Same thing if you're doing a Webinar concurrently with an in-person presentation is that if you're going to say something is this big, you can't see my arms saying it's this big, you can only hear me saying it.

You've got to make sure your visuals are providing enough context. That's a good question. Just catching up on some other thing or other questions.

Repeat question from audience into the mic, Danny says yes. I try to do that. I'm not sure I'm always successful, but repeating questions is particularly helpful for people who are watching a Webinar over again or people who were not there originally. Not of piece of software again in my own experience actually provides the questions or the chat box concurrently or in sync with the audio. So there may, in fact, be only the audio portion which is another reason why it's so important to have a repeat of the questions into the audio feed.

Or people didn't hear it in the room, yes. Absolutely, Nelda added that. Any tips on software, training on a Webinar? While I'm thinking about this, I've probably used just about of piece of software out there and I -- every piece of software out there and I was saying this to Stanley earlier.

They all sort of blur to me as a presenter because manufacture the ways you do things are -- many of the ways you do things are the same because much as if you've used Microsoft word, you could probably move over to office.

I think that's true very much for presentation software like webex or Adobe connect or illuminate. I have to tell you when you upload things in illuminate it's pretty weird. If anybody has to use that, you have my sympathies

For the most part I think it's usually a good idea to do a run-through from the technological standpoint and nowadays I think the infopeople folks left me log in a half hour earlier. We do a sound check and make sure

everything is as it should be, but if this is the first time for you working with a particular piece of software or even with a provider like even if I worked with Adobe connect with other providers, it could be configured very differently with this other provider like if I worked with a different consortium, they could have a different version.

So I think it's always dew good to do a run-through and Kate agrees with that. Yes, always do a run-through. Technological run-throughs are really important. Think about bands who perform doing sound checks and that's really what a technological run-through is is to make sure sound is working, your slides look the way think should, always important stuff. Good questions.

And if there are any other questions, I'm happy to answer them. I'm here for five more minutes or you're welcome to send them to me any of the ways also you see on the slides. I appreciate all of you coming and lunching to me rant and rave even though you couldn't -- listening to me rant and rave even though you couldn't see me waving around and good luck on all of your Webinars. I hope to see some of them

Thank you, Laura. I think everybody learned a boat load and I think we'll refuse all our new Webinar presenters to this archive because you pretty much covered everything that's important.

Cool.

So thank you and just as a reminder, this will be archived, so you can refer anybody who needs a lesson in how to do a Webinar to it as early as later this afternoon. So thank you all for attending and we hope to see you at our next Webinar. [Event Concluded]