

8 KEY ELEMENTS OF A GREAT WEBINAR PRESENTATION

<p>1. Clear objective</p>	<p>What are you trying to achieve with this presentation? A clear objective and agenda help you effectively outline the webinar presentation.</p>
<p>2. Useful to your audience</p>	<p>Every presentation should genuinely and meaningfully offer value to its audience. How does your presentation benefit your audience? Is it relevant to their needs?</p>
<p>3. Easy to follow presentation structure</p>	<p>Most effective presentations have a clear beginning, middle and end. It is important to maintain a simple structure.</p> <ul style="list-style-type: none"> ● Purpose /goal ● Agenda ● Body of Content ● Summary/conclusions ● Call to Action ● Q&A
<p>4. An effective hook</p>	<p>An engaging start to your presentation helps you quickly build rapport and connect with the audience. Examples: a surprising statistic or fact, interesting quotation, relevant question, joke, or story. Whatever hook you choose, it's important that it clearly connects to the presentation's content.</p>
<p>5. Minimal text</p>	<p>It's impossible to read more than a few words at a time while also listening attentively to the speaker. Instead, focus on the topics and supplement them in meaningful ways.</p> <ul style="list-style-type: none"> ● Write short, simple lines of text rather than large paragraphs. ● Allocate a certain amount of time for each slide so that the audience has time enough to read each one. Avoid reading the text presented on each slide. ● Use visual aids, such as pictures or graphics whenever relevant to your topic.

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<p>6. Well-rehearsed</p>	<p>YES you absolutely need to practice. What you say should not only be said clearly, it should be delivered in an organized fashion and should be carefully coordinated with what you show on the screen. Practice also helps you project confidence as a speaker, and that, too, will be more compelling for your audience. Rehearsal is essential.</p>
<p>7. Effective Delivery</p>	<p>An effective delivery is essential to keep your audience engaged.</p> <ul style="list-style-type: none"> ● Pace yourself when speaking. If too fast, the audience may be overwhelmed. If too slow, the audience may be bored. ● Simplify! A presentation that is straightforward, focused and avoids using complicated sentences or excessive statistics helps to keep your audience engaged. ● Consider more than one speaker; it changes the pace and tone.
<p>8. Summary/ call to action</p>	<p>Just as every presentation has a clearly defined goal, so too must it have a clear call to action. What do you want your audience to do at the end of your presentation? You'll need to give them an easy way to follow through on next steps. Effective calls to action often motivate your audience to act upon the information presented or invite it to consider the next steps to take.</p>