



Webinar Presenter Best Practices

Tips & Tricks:

- Webinars provide an ideal platform to discuss thought leadership topics and connect directly with the target audience
- It's an auditory medium; pay close attention to pronunciation and vocal enthusiasm
- Vary inflection and tone to maintain listeners' interest
- Audible background noises can ruin a webinar or podcast; find a quiet place to conduct the interview where you can avoid all distractions
- Because it is a direct channel to the audience, there is no "rewind"; all statements will be included in the published webinar

Webinar Basics:

- Sign on 20 minutes before the start of the call
- Print out a copy of script/talking points so you have it on hand
- Be in a closed door room to avoid background noise ("Do Not Disturb"/"Webinar in Progress" signs are always helpful)
- Use a headset or handheld phone only – no cell phones/speaker phones, as they do not record well
- Have water on hand – avoid eating during the recording
- Please place your line on mute when you're not presenting