



Welcome!!

While you are waiting for the webinar to begin, go to the chat box on your screen and enter some of the features of what you consider to be a “good” webinar. (If you are not participating in a “live” webinar, make notes for yourself on a pad).



Improving Your On-line Presentation

Presented by : Peggy Hutcheson
President, The Odyssey Group, Inc.
Member, Employment and Career Services
Committee, IEEE-USA

Your Presenter Today



- IEEE-USA Volunteer for 20 years
- Past chair & current member of Employment and Career Services Committee
- Currently co-chair of Innovation Institute

Why Webinars?

- Easy access
- Inexpensive
- Broad reach
- High impact
- Re-useable



What You Will Gain

From this presentation you will learn:

1. Tips to engage your audience
2. Ways to enliven the presentation
3. Keys for effective slides
4. Presenting for impact



Question #1 – Why?



1. Why do you want to do this presentation?
2. What do you want participants to leave knowing or doing?
3. Why would these target participants be interested?

Question #2 – How?



How will you move participants from where they begin to what you want them to end the session with?

What Do They Know? Want to Know?

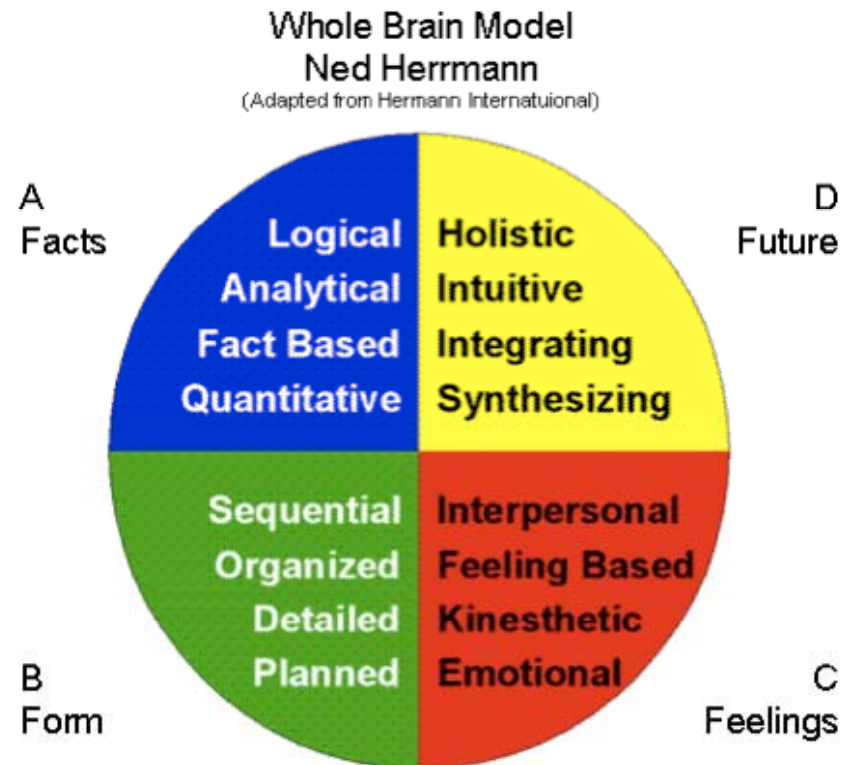


People Think Differently

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Do they want to know:

- Facts - what is the key data?
- Form – what is the sequence or what are next steps?
- Feelings – how do I / how will others respond to this?
- Future – what else is possible?



Investing in the Success of your On-line Presentation



Remember your purpose – connect with the audience for information sharing and learning

Ask Yourself . . .

- How can I engage people even though we won't be face to face?
- What opportunities do features of the presentation software offer to connect in new or innovative ways?



Tools to Maintain Interest



Chat



Laugh

Show Yourself



Raise Hands

POLL



IDIOT



NOT AN IDIOT



ABSTAIN

Poll

Use Visuals to Tell Your Story



Biggest Mistakes in Using Visuals

- Death by PowerPoint
 - ✓ Too many slides
 - ✓ Too many words on each slide
 - ✓ Bullets instead of thoughts
 - ✓ Reading instead of letting slides guide the discussion

Graphics Help Maintain Interest

1

- Show connections

2

- Between your thoughts

3

- Graphically

It's All About You – Tips for Presenting



- Prepare a script – even if you know the material inside out!
- Rehearse so you can talk conversationally (never read the script!)

It's All About You (continued)

- Tips for effective presentations
 - Use two presenters to vary voices whenever possible and practical
 - Use a headset to optimize vocals
 - Rehearse, rehearse, rehearse
(never read the script!)



Presenting On-line is a Bit Different

- Increase the frequency of interaction – even more than in face-to-face
- Choose images and graphics that are compelling – that tell the story with you
- Use slides to create movement – but not too much

Perfection is a Very High Standard

- Value authenticity over perfection
- Show your real, vulnerable self
- Connect with audience members using the tools available to be your “eye contact”



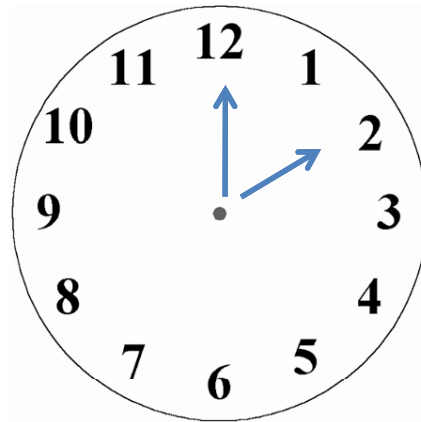
Questions

- And always encourage questions!



Logistics for Your Webinar

- Webinars* are scheduled on Tuesday and Thursday, from 2:00 PM-3:00 PM (ET), when possible.



- Training sessions are held a few days prior to the webinar. The presenter(s) will have the opportunity to run through their slides and learn software features (Adobe Connect Pro).

*Webinars are recorded and archived on IEEE-USA's Website.

Ready, Set, Let's **GO**

For more information about IEEE-USA's webinar program, contact:

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1. Know why you have chosen to do an on-line presentation
2. Identify your audience and their learning / information needs
3. Use visuals, not text, to tell the story
4. Make slides that are simple and engaging
5. Use tools to keep people connected and engaged
6. Prepare a script and practice
7. Be yourself – your presence is most important

Questions or comments for me?

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