

Crestwood Associates

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How to Run a Killer Webinar



Guidelines every great webinar presentation should include:

If you have ever been involved with putting on a webinar, you know there is a great deal of preparation that goes with it: preparing content, creating slides, locking down speakers, driving attendance, testing the software to broadcasting your event live. If you are lucky enough to be the host or moderator of a live webinar, there is a whole slew of other items to consider. That's why we put together this checklist to help you get started:

- ✓ **TEST equipment:** We can't stress enough the importance of testing equipment and internet speed. Check laptop, microphone, and speakers before starting a meeting. Choose a spot with unlimited and strong internet connection.
- ✓ **Background display:** Sit in a well-lit room, or chose a simple background image that is pleasant and clean.
- ✓ **Dress appropriately:** Whether you will be live on camera or not, make yourself presentable. The way you present yourself also indicates your professionalism.
- ✓ **Reduce background noise:** Avoid areas of high traffic volume to reduce noise and distractions. Or use headphones or earbuds to reduce noise.
- ✓ **Be attentive:** To avoid missing a cue to switch a slide, or switch panelists be sure to stay attentive throughout presentation.
- ✓ **Start the webinar 30 minutes early to:**
 - Greet panelists and review roles.
 - Test panelists audio and video.
 - Manage webinar tools and settings.
- ✓ **15 minutes before start:**
 - Run final audio, video, and content sharing tests (e.g. PowerPoint, screen sharing, etc.).
 - Review your host settings.



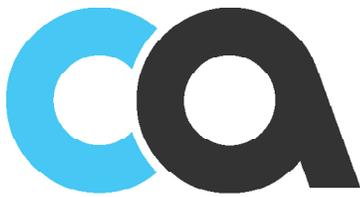
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- ✓ **5 minutes before start:**
 - Mute all panelists.
 - Allow attendees to enter from the Lobby.

- ✓ **Webinar start time:**
 - Moderator will welcome the attendees and let them know you are starting soon.

- ✓ **Start the recording:**
 - Unmute yourself.
 - Begin the presentation with welcome and housekeeping items (sample housekeeping slides).
 - Confirm that other presenters are ready to be unmuted and let them know you will be starting the recording.
 - **START THE RECORDING**
 - Monitor Q&A or chat for technical concerns from attendees.

- ✓ **After your webinar**
 - Don't leave the meeting without informing the audience.
 - Send a follow-up email to attendees with a call-to-action (what you want them to do next) and include a link to the webinar recording.

Again, we can't stress enough the importance of testing your equipment, be prepared to cover unforeseen technical glitches that could happen during your presentation.



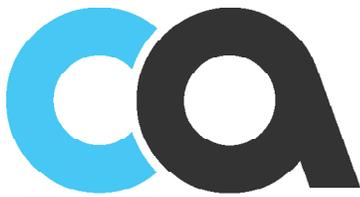
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Guidelines every great webinar presentation should include:

Content is key for a killer webinar. It can be intimidating coming up with creative webinar ideas for high quality content, but we can assure you it doesn't have to be difficult. So, we've compiled six tips to help you **run an engaging webinar that will delight your audience.**

- 1. Introduction:** Welcome attendees, introduce yourself including your company, and announce the webinar topic and presenter, if applicable. Either you or your presenter should then communicate the outline of the presentation (what will you be telling them today, and what will they come away with at the end?)
- 2. Body:** Use your killer presentation skills to knock the topic out of the park! Try not to simply read to them from a PowerPoint. Especially in the Covid/post-Covid era, the more engaging the better. A good rule of thumb is the "Tell, Show, Tell" method: briefly introduce the concept, show them how it's done, then tell them again what they saw.
- 3. Q&A and other elements:** Save some time at the end for Q&A! Here's a tip: to get the ball rolling, have a trusted colleague in your audience to ask some planned questions ahead of time! Don't be afraid of adding other elements, either: conduct polls, distribute digital hands outs, and any other interactive tools as appropriate.
- 4. Summary:** Circle back again to what you intended to cover and accomplish – illustrate how you've done that (for example: Today we went over ABC and learned the best way to XYZ. We uncovered some specific issues and shared some individual stories).
- 5. Survey:** Many platforms allow you to add a post-session survey. This allows attendees to provide feedback that will help you improve or plan for the future.
- 6. Call-to-action:** Give attendees a specific action or two as a follow up. For example, "attend our next webinar in the series on X!" or "contact your account manager with follow-up questions!" "Take advantage of an offer/attend Y live event/look for our newsletter in [month] that will highlight a tip/trick session/etc." Thank them for their participation, tell them you'll look for them at your next webinar.

Final thought, to emphasize its importance, be **as engaging as possible!** Screen fatigue is setting in, but webinars are still a great way to demonstrate concepts and value to your customers. We hope this guide will help you get started with running your webinar. For more great tips and tricks visit and [subscribe to our blog.](#)



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