

ALMOND ACADEMY WEBINARS 101

Webinars are an effective platform to communicate a wide variety of information, from an update on the latest nutrition science to sharing a community needs assessment. Webinars (or “web seminars”) allow effective delivery of your content (in a variety of forms) and feature different ways to add interactive components to communicate with your audience.



IS A WEBINAR THE RIGHT PLATFORM?

Before considering a webinar, it's important to take a step back and determine if it's the best platform for what you are trying to accomplish. Here are some questions to ask yourself:

- Do I have the expertise to deliver this material?**
- Do I need to reach a lot of people who are geographically dispersed?**
- Can content be explained within a set time frame** (no more than 60 minutes)
- Do I have the right visuals to illustrate my points clearly?**
- Is this webinar being coordinated and promoted by a reputable evidence-based or well-regarded partner?**
- Does the webinar provide sufficient honorarium?**
(if you're being paid to present it) or reimbursement in some way for your time – even if that means broader exposure for you as an expert? (Webinars take a lot of hours to develop so make sure you have factored in your time accurately.)
- Does it make sense to co-present with another speaker?**
- Do I feel comfortable talking into the void without audience feedback?**
(Know what kind of presenter you are.)
- Does my presentation content meet the professional code of ethics?**

MAKING YOUR WEBINAR HAPPEN

TOPIC! TOPIC! TOPIC!

The success of your webinar depends on the topic you choose and your ability as an expert to deliver the content. As a health professional, you have the training to provide science-based dietary advice, but it's worth looking at the topic critically. The subject or theme should be one that is relevant to the current environment or helps fill a gap in the knowledge.

You should also assess if the content is important to your audience. If the topic is too narrow or specialised, and there is no audience for it, a webinar may not be the best forum for sharing your information. If you're focusing on consumers as your audience, keep the content at a level they can understand. If you're sharing with your peers, choose an area that potentially has appeal for both dietetics students as well as established nutritionists and dietitians.

Further, ask yourself about your own interest in the topic. If you have a passion about the subject or a personal story to tell, you can generate authentic enthusiasm!

UNDERSTAND YOUR AUDIENCE

As you develop the outline for the content you would like to deliver, an important first step is to assess your audience.

- WHAT IS THEIR KNOWLEDGE BASE?**
Do they understand complex terminology?
How to interpret a published study?
- WHAT ARE THEIR CONCERNS AS CLINICIANS?**
What do they need to communicate about better?
- WHAT DO THEY WANT TO LEARN FROM YOU?**
- WHAT ARE THE EXPECTATIONS OF CONTENT DELIVERED BY A NUTRITION PROFESSIONAL?**
Use credible sources and provide citations when possible.



PRESENTATION CONTENT RECOMMENDATIONS

MUST HAVE'S

- BIO PAGE:** include your credentials and affiliations
 - Include a headshot
- CREATE A DECLARATIONS PAGE** (if necessary)
 - Be very clear if this is a sponsored webinar
 - Outline if you have received financial support
 - This information should be a slide at the start of the presentation
- HOUSEKEEPING SLIDE**
 - Explain if the webinar is being recorded
 - Explain that registrants are on mute, but can ask questions in a Q&A box (if one is being utilised)
 - Note if there is an opportunity for educational credit (if you have applied for accreditation)
- TABLE OF CONTENTS OR AGENDA SLIDE:** provides a nice compass for the talk; people like to know where the discussion is headed and it helps them stay focused.
- THANK-YOU SLIDE:** to your webinar partner and to your audience
 - Provide your contact information for staying in touch.

NICE TO HAVE

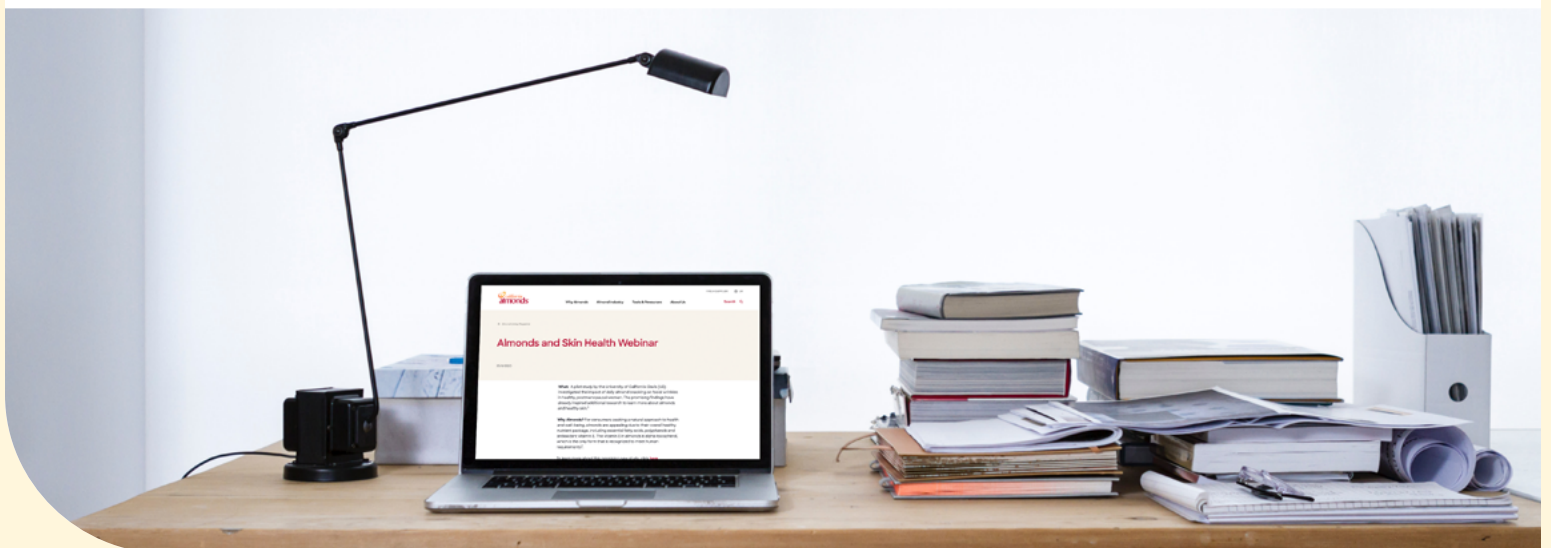
SUMMARY HANDOUT AND/OR THE PRESENTATION ITSELF

- DEVELOP A SUMMARY OF YOUR WEBINAR**
 - This allows you to include all of the content in key points with a reference page.
 - A handout is really appreciated by attendees and helps them retain information.
 - Ideally, you can also provide a locked pdf of your full slide deck as another take-away after the webinar. Again, be sure it is in a pdf form to the slides cannot be copied.

* Creating a handout serves a bigger purpose. It lets your attendees know that they can sit back and relax to hear your content – without having to scribble notes. It fosters a really great environment that allows your audience to enjoy the session and simply take in your messages.

POWERPOINT GUIDANCE

- CREATE THE RIGHT SLIDE LAYOUT**
 - First, check with the webinar partner to see if they have a standard format
 - If no partner, use a slide layout that includes your personal logo or business or university association
- AVOID SLIDE FLIPPING FATIGUE!**
Limit your presentation to 40-50 slides
- PROVIDE THE RIGHT AMOUNT OF CONTENT PER SLIDE**
(3-5 bullets is reasonable) with a visual such as a photo or graphic
- CONSISTENCY IS KEY**
Make sure to use colours that match your overall style; you can set them as a theme in PowerPoint.
- CUSTOMISE YOUR SLIDE SIZE**
16:9 is the perfect size for TV screens and monitors
- WHEN ADDING IMAGES, SCALE THEM USING SHIFT + ARROW KEYS.**
Don't stretch them into strange proportions!
- KEEP IT SIMPLE**
Avoid long paragraphs of text and leave some white space.
 - Slide copy is meant to enhance your points, not be a distraction.
- USE SYSTEM FONTS OR, IF USING BRAND FONTS, MAKE SURE TO EMBED YOUR FONT FILES**
- MAKE SURE YOU HAVE PERMISSION TO USE THE IMAGES IN YOUR PRESENTATION.**
- BE SURE TO CITE YOUR RESEARCH IN ONE CONSISTENT STYLE**
(APA or MLA)



HOW TO DELIVER A GREAT WEBINAR

An effective webinar employs a structure that is easy for the listener to follow. For a scientific or nutrition research webinar, a timeline progression is particularly helpful in sharing the current understanding, presenting newer research and contextualizing how the emerging science fits into the larger picture. Always be sure to present research findings in a direct manner, provide 'limitations' and do not exaggerate results.

For a skills-building presentation, beginning with a quiz is useful to gauge the audience's knowledge level before showing how your subsequent content will add to their proficiency. Providing additional resources or a helpful website for further learning is an effective conclusion to your webinar. For more tips about developing a narrative style, please see our other Almond Academy resource: [Enlisting Emotive Language and Powerful Imagery](#).

TOP TIPS

- **CADENCE:** Speak in a normal voice and remember not to rush. Generally, people always present at a faster pace than they think, so keep that in mind.
- **REHEARSAL:** Allow enough time to practice your webinar delivery at least two times prior to the actual presentation. Always write out a script for what you plan to cover and time yourself to make sure you can cover all of the material without being rushed at the end.
- **PRE-RECORDING:** If possible, pre-recording your webinar helps make the session free of errors (since you can always re-record if you stumble on slide content) or audio-visual issues. You can use a recorded webinar with live Q&A time.
- **EQUIPMENT:** Use a high-quality headset with a microphone or separate microphone for your recording. This will provide excellent voice quality and cancel out outside noises.
- **DELIVERY SPACE:** Be sure to record or present your webinar in a quiet room free from distractions. Be sure to turn off computer applications that have alerts and sounds and silence all the phones in your home or office.

HOW TO DELIVER A GREAT WEBINAR

INTERACTIVE COMPONENTS TO CONSIDER

- **QUIZZES:** Use a very short one, perhaps even only one question, to test knowledge and get your listener's attention show that the content you'll be providing is useful to their practice.
- **VOTING:** Use a vote function for a live webinar to ask the audience their opinion on material presented.
- **CHAT BOX:** Have a chat box to get real-time feedback. If you find the chat box distracting, minimize it and only review at the end during the Q&A session. If your webinar has a moderator, he or she can filter through the questions and prompt you about which ones to answer.
- **POST-WEBINAR QUESTIONNAIRE:** Solicit feedback about your session to learn if it satisfied learning objectives and how your presentation was received.

PLATFORM OPTIONS



GOTO WEBINAR: This app has several webinar templates to choose from and includes features such as custom registration, polls and surveys and recording. Provides event analytics so you can track engagement and performance and has different pricing options to suit a range of needs.



MICROSOFT TEAMS: Microsoft Teams' "live event" option allows for you to create online webinar style meetings. An event presenter can host participants, with attendees being able to view the content, without sharing audio or video. Teams includes features such as Q&As, recording abilities and attendee engagement reports.



ZOOM: Depending on the plan you use, Zoom allows for up to 100 live panelists and up to 10,000 view-only attendees. As a host, you are able to control all aspects of the webinar including panelists' audio and visual capabilities. They also offer post-event reporting on attendance and engagement.



DEMIO: Demio offers you a fully customizable registration process, with multiple templates and the option to collect any information you want from registrants. Webinar features include polling and Q&A functions as well as the ability to use a mix of live and pre-recorded segments. Insights into your webinar's performance are also available.



ADOBE CONNECT: Adobe Connect provides multiple branding options for your webinar, with the option to customize the "room" with a specific theme. It has the options for polls, quizzes and breakout rooms as well as a "host area" where you can see attendee lists, agendas and an engagement dashboard.



WEBEX EVENTS (LIMIT OF 3,000 PEOPLE): WebEx Events gives you a lot of branding opportunities, from the webinar itself to invitations and registration pages. It includes options to record your webinar, have a pre-event practice session, and use polling features. There are also post-event analysis features that look at registration and attendance data.

