Community RESEARCH

What makes an effective webinar?

Consider the following when planning your presentation:

- Who is your audience?
- How will they benefit from the presentation? What will they learn?
- Leave time for questions at the end.
- Break up the presentation if you can, into 20 minute sections.
- If you use slides, make sure they are highly visual. Around 9 words per slide, max 9 points per slide, don't read from the slide.

Some Zoom webinar jargon

Host – This is the person signed into the Zoom account where the webinar is set up i.e. your organisation's account. The host is the only person who can start the broadcast.

Panelist – This is a presenter – Someone who is speaking to the audience during the webinar.

Attendee – This is someone who has signed up to watch the webinar and can enter questions and comments via the chat window or the Q & A but cannot be seen or heard during the webinar.

Interacting with the Audience during a webinar

Webinars are like seminars, so the audience is not expected to interact with the presenter during the presentation. The audience cannot be seen or heard during the webinar, however they are able to type questions into the chat or the Q&A during the webinar and the host or the webinar technician can then relay these questions to the presenters at an appropriate time in the webinar.

communications@communityresearch.org.nz
PO Box 6886, Te Aro, Wellington 6011
027 217 8798

www.communityresearch.org.nz
www.whanauoraresearch.co.nz
www.whatworks.org.nz