

LTSF20 D4S2: How to deliver engaging, interactive webinars

Donald Taylor – Questions

Donald H Taylor: Please ask your questions here. Donald will either answer them during this session (at the end), or later, on LinkedIn [D4S2]

Sarah Marshall: What platform are we using here?

Sindhu: Adobe Connect

jo: I'd like to understand your definition of a webinar because everyone is using it to mean different things

Tristan Hale (Sphere): Is there a difference between a webinar and a "virtual workshop"? I believe the word "webinar" may put people off. We imagine 100s of people and mostly one-way communication.

Karen Chambers: Do you think the word "webinar" puts people off attending as they think they will be talked at?

Karen Chambers: @Tristan - like-minds!

Vanessa: Agree with all the above, webinar sounds very passive

Dawn Smart: @Karen - yes. And also, that they don't have an active role in it, which they should have

Keith Colvin: If the word webinar puts people off what should we call it?

Tristan Hale (Sphere): So "interactive webinar" is oxymoron...

Vanessa: Online workshop? Online session?

Christine Holland: is it possible to turn off the chat view/

Tristan Hale (Sphere): Virtual workshop? But only if it's a small group (around 25 people)?

Mike Gray: how do you bring your whole self to a webinar?

Dawn Smart: @Tristan - that's what we use. Implies there is interaction and helps to manage expectations

Tomi Kassim: With a brain teaser

Mike Bedford: Story telling is a powerful tool

Di: I like using mentimeter to create a bespoke word cloud

Jim Potts: Hire Don Taylor to present it

Chris Jones: Is calling it a webinar (seminar) the problem? Should it be a tutorial 'webutorial'?

Jerry A: Broadly - how much time should be spent preparing per 15 minutes of "on air" time?

Sarah Marshall: Can we have some stats on conversion from reg to live viewers please

Liza: How do you get these stats?

Laura Watkin: How is "engagement" measured?

Bob Bain: What is your view on simulated live webinars?

Christina 2: Liza, there is an engagement dashboard on adobe connect, plenty of documentation online how the figures are calculated.

Tristan Hale (Sphere): How is "interactivity" measured!?

Amy B: Sorry, which was blue am or pm?

Vicky: blue pm

Amy B: Thanks, Vicky :-)

Natasia Hieber 3: what happens if you ask questions and you get science?

Sindhu: I like polls and activities for audience participation - helps audience to get engaged

Keith Quinn: @Tristan - you want attendees to be encouraged to do something to contribute to the event, and not just lean back and listen

Wai-Fun: agree with you Sindhu

Liza: thanks

Paul Dearing: how early would you open the webinar before it starts?

Mike Bedford: It's hot in Leeds Don :)

Sindhu: 15 Or 10 minutes before

Jam: good question - Tristan Hale (Sphere): How is "interactivity" measured!?

Jude: Good to use names too

Jonas: I would argue that the webinar format with only the facilitator on video, lots of people in the session, forces a 80-90% one-way communication and it is more for sharing of information than learning .Your reflections on this?

Sindhu: Interactivity is visible and heard :-)

Christine Locher: picked up a Q from the other chat: What else do people ask that might not as typically British as the weather? ;-)

Carole: highlights the need to understand cultural nuances

Jennie: @Christine - I ask people's fave holiday destination

Geoff Hopcraft: Pictures challenge and encourage debate and perceptions better than words

Natasia Hieber 3: Can feedback measure interaction?

Susie Smith: What about if you are in a car?!

Mike Bedford: I always get these wrong and end up in wrong place!

Brendan: Where do car/bikes go?

Sindhu: @ Natasha yes instant feedback like what we are doing now

Astrid: that happened to me at the Eurotunnel in Calais and ended up in the truck section. that was a nightmare!!!

Mike Bedford: How about inclusive design Don? I am Neurodiverse....

Jude Mckaig: Agree @mike

Martin: As a main delivery tip: as a presenter DO NOT USE WIFI when presenting a webinar! Make sure you have a cable connection!

Kirstin: agree there martin!

Steve 2: what was the answer to the best slide - my battery died and I got cut off

Steve 2: thanks

Mark 3: What microphone do you recommend Don?

Steve 2: do you ever use autocue hardware/software?

Di: Why not just use presenter view?

Gareth Brown: The Samson mic is great - how do you hear what people are saying? Desktop Speakers?

Mike Bedford: Jabra headphone is excellent and affordable

Madhu: How would you present definitions or theories in an interesting way on the slides, as they sometimes have too many words and cannot be translated into pictures or diagrams?

Darren: Tone, Pace

Joyce: Energy

Zee: Smile whilst talking.

Stephen Roberts: Unlike most presenters, you don't have headphones in - what is purpose of headphones?

Brendan: standing up from time to time to ensure variation in delivery
Clay: what to do when your voice is not that "animated"?
Natasia Hieber 3:yes energy, interest in the topic
Vanessa: Energy, authenticity
Viki Faulkner: pace and modulation
Steve 2:can you be too enthusiastic?
Darren: smile as you dial!
Diane Woods: intonation and pace
Mike Bedford: You have an excellent Webinar voice Don :)
Claudia: being relaxed and not nervous
Nabou: knowing very well what you are talking about
Monica: Storytelling tone... :-)
Keith Colvin: Authentic Enthusiasm is gained by being passionate
Halina Balfe: tone - rise and fall
Gillian Robinson-Smith: sound as though you are interested in your subject
Astrid: You can definitely be too enthusiastic and not come across as genuine, hence the addition of Authentic
Andrea Allison: Humour
Marla: I work with several people who REALLY KNOW what they are talking about and they are not engaging or interesting to listen to.
Sindhu: Blue Snowball Ice microphones are good
David Kirby: Murray Walker used to stand up when commentating on F1.
Keith Quinn:@Andrea Alison - agree
Sam 2:if you are passionate then audience will believe in you
Phil: The quest for true authenticity is not always straightforward....do we have to 'fake it till we make it'?
Sindhu: Passionate and being yourself I like
Nellie Konijnendijk: singing before your session helps as well ;-)
Sofie: Talking about tools - the tool we are using here has one issue and that is the text fields... seems like people are having problem using the right text field. At least I am having that problem...
Shelley: singscope is a great app for practising voice intonation
Omid: what was play "just a minute"?
Mike Bedford: There's a lot to be said about Fiona's pause, breathe techniques to dispel any nerves and remain centred and calm :)
catherine addis: have you got any ideas for interaction beyond asking questions?
Jamie:@Omid - Radio 4 comedy show
Marie Andervin: Don't drink coffee before and during....
Sindhu: I agree @Mike Bedford
Omid:@Jamie thanks
Manisha Parmar: Do the same principles mentioned during this session apply for academic based sessions, where the overall objective is to pass an exam?
Christine Locher:omid here is the
format https://en.wikipedia.org/wiki/Just_a_Minute#:~:text=The%20object%20of%20the%20game,the%20banter%20among%20the%20participants.
Natasia Hieber 3: practice be confident with your voice
Nabou: interaction like e.g. polls, using whiteboard, uploading pictures, do quizzes
Omid:@Christine - great
Hayley Maisey: Do you make a point of delivering down the webcam so you create "eye

contact" with your audience? Or do you project forward similar to presenting to the back of the room?

Keena: STRUCTURE QUESTION: This is a 45-minute webinar with 1 main speaker - what other structural options do you recommend when you have multiple speakers? Maximum session time as well as time per presenter?

Emma 3: how long a webinar does you think is optimal for learning?

Tristan Hale (Sphere): Why has no-one invented a camera that sits behind the screen? Or have they?

Liz Harris: why is your engagement slide a photo of clouds?

Alix Harrower-Dees: Any tips on using break out rooms/ people working on things and coming back to present?

David S: This is all good stuff, but most of it is as relevant to face-to-face as it is to webinars. What difference is there in engagement between webinars than face-to-face and how can we leverage that?

jo: @keena to avoid bias where you have more than 1 speaker you also have to practice and stick to times so equal 20min 20 mins for example and then check order of when speaker speaks, who goes first, second etc

Sindhu: @ Keena Breaks are important for multiple speakers

Maciej Czarniawski: @liz - people are so engage that the steam comes up to the air forming clouds? ;)

Carol Jamieson: @David S. Really good question. What is the real difference between delivering live and on webinar

Andrea Allison: That's a great point Donald

Sindhu: Bring Realism and Audience Participation

Mike Bedford: How do you stand on pre-recorded Don?

Phil: Thank you for the tips book!

Kyle Robinson: @Liz - because the first opening/engagement question was "Where in the world are you and what is the weather like?", reference to the weather

Keena: Thanks all - makes sense wonder if there are any data on levels of attention over time with multiple speakers and maximum session length

Martin: Don, of all webinars in this forum, this session is by far the best on quality of sound and image. it shows that technology right = right experience for participants!

Karen Wooff: When would you consider using a webinar verses a virtual classroom?

Liz Harris: Thanks Kyle!

Omid: @Karen; what is the difference between webinar and virtual classroom

Ionica TARAU: Thank You for all the resources!

LK: any powerful icebreaker ideas?

@robbsayers:???? @Don -- Of the books behind you, which is your top recommendation????

Karen Wooff: I haven't attended many webinars but for me a virtual classroom give participants chance to interact with each other, complete group work, the presenter than facilitates learning

Mark Reeves: Life experience, care, empathy and not just attending a train the trainer course and regurgitating inauthentic, lines and jokes that you use every time

Janet "Audacious One" Webb: Do you have a source (book, podcast, article) on the neuroscience and pedagogy of on-line/webinar learning.

Sindhu: Read aloud will help when we do scripting for eLearning

David Kirby: Which poems can you recommend Don?

Nellie Konijnendijk: I find the questions about inclusive communication very interesting

Vanessa: @LK map of the world and ask people to point where they're from. Ask people what superpower they would chose/ an interesting fact about them....these work for me

LK: thanks @Vansssa

chloe: Ice braker could be a whole page of emoji's and ask them to choose one to summarise how you feel today!

Liz Harris: it's all about the learning transfer

james poletyllo: important point this is just a different type of presentation

Vanessa: oh yes Chloe! good one

LK: @chloe thank you!

jo: what do you think about things like loom?

David S: I went to a great session which was pre-recorded and the presenter spent the whole time answering questions live in chat.

Bob Bain: 100% AGREE THAT IS MY VIEW ON SIMULATED

Stephen Roberts: Do you have a plan B if things fail technically? a role for video of rehearsal?

Mike Bedford: Simple answer I can't read the notes Don and happy to chat :)

Omid: Do you activate audio/video of participants in the webinar or just text input from them?

jo: what mic are you using?

David S: Re-asking (sorry if that's a bit rude)...This is all good stuff, but most of it is as relevant to face-to-face as it is to webinars. What difference is there in engagement between webinars than face-to-face and how can we leverage that?

Mina Patel: How do you measure the success of a webinar?

Jennie: How do you manage if you've built interactivity into your session, but responses just aren't happening?

Lauren: I was making notes as I was watching so possible classed as not engaging :)

Tristan Hale (Sphere): That graph was a measure of engagement, not interactivity?

MaggieH: they could be using another app to make notes

Mark Reeves: A Yeti microphone

james poletyllo: this feels more like a presentation where half the audience are having a conversation with the person next to them on WhatsApp

Stephen Roberts: Blue yeti



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