LTSF20 D4S2: How to deliver engaging, interactive webinars

Donald Taylor – Themed comments

Kim Darkin: I want to be able to engage people in my training as much as I can engage people when singing in my rock band!

Emma Pink: We are looking at producing webinars as all of our classroom training is suspended due to the pandemic and I am looking forward to hearing your ideas Niall

Marla: Good morning from Bath. COVID-19 has actually made my work more diverse due to ViLT course offerings.

Tristan Hale (Sphere): Hi everyone. This is the 2nd webinar I am attending on how to deliver interactive webinars. The first one was not in the least interactive. I hope this one will be more so! Best to show by example, no?

WHAT MAKES GREAT/ TERRIBLE WEBINAR?

Great: Good content & interaction

Terrible: Boring content

Maciej Czarniawski: let's not forget listener's accountability for making the webinar great :)

TOOLS

Marla: What do you use to make your word clouds?

WEBINAR PROMOTION

Megan: Misleading webinar title always annoys me :-(

Manisha Parmar: @megan I agree you go in with a certain expectation and the content doesn't deliver

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

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

WEBINAR VS VIRTUAL CLASSROOM

Dawn Smart: There is a difference between a webinar and a virtual classroom which is more about collaboration and sharing

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.

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

STORYTELLING

Martin: great storytelling stuff from Kurt Vonnegut: http://www.openculture.com/2014/02/kurt-vonnegut-masters-thesis-rejected-by-u-chicago.html

WHAT EXACTLY IS A WEBINAR?

jo: I'd like to understand your definition of a webinar because everyone is using it to mean different things THIS AUDEINCE SIZE SHOWS THE DIFFERNCE IMHO

jo: What I have found is that people are using the word webinar to mean different things. It's like a new label to describe any online virtual learning experience. What have you found?

Manisha Parmar: @Jo I never I thought of it in that way, as soon as someone says we need to deliver a training programme online you think of webinars but there are different ways of delivering an online programme

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

AUTHENTICITY

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

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

Phil: The quest for true authenticity is not always straightforward....do we have to 'fake it till we make it'?

PREPARATION / DESIGN

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

Steve 2: PowerPoint Presenter Coach is a great way of preparing for a webinar. Has anyone used this new feature?

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

Amir: finally, webinar which deals with how people prepare in REALITY! THANK YOU Donald

Laura Watkin: One improvement (from cognitive science) would be to give us a pause to read the slide and reveal each step using animations - THEN talk through the slide.

Vicky Johnson: The only thing with webinars is that you really need more than one screen - one for sharing, one for notes/PowerPoint presenter mode, one for the webinar if you need to monitor Q&A etc

MEASUREMENT/ EVALUATION

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

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

ENGAGEMENT

Christine Locher: Silence doesn't mean NOTHING is happening. Don't crowd out all the airspace... people also need to think and feel etc...

Laura Watkin: It's important to also be comfortable when engagement levels drop because people are giving their full attention to listening - you'd hope to see that when you're sharing key information

catherine addis: have you got any ideas for interaction beyond asking questions?

CULTURE DIFFERENCES

Carole: highlights the need to understand cultural nuances

Keith Quinn: @Mina - I think both words (i.e. phrases) and pictures have a cultural connotation

David S: I'm building a "visual vocabulary" for the company I work at and we're testing it around the world.

DELIVERY

Martin: As a main delivery tip: as a presenter DO NOT USE WIFI when presenting a webinar! Make sure you cave a cable connection!
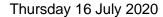
Mark 3: What microphone do you recommend Don?

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

SET-UP

Vicky Johnson: The only thing with webinars is that you really need more than one screen - one for sharing, one for notes/PowerPoint presenter mode, one for the webinar if you need to monitor Q&A etc

SPEAKING

Vicky Johnson: some people really struggle with presenting on webinar because they can't see their audience to engage with. I try to smile when I talking and also practice in the mirror. If you can someone in the room with you to nod while you're speaking but can really help with presenting confidently

Keith Quinn: @Vicky Johnson - agree. People underestimate how different it is to present in a webinar compared to live in a room