

ON24

**THE ART OF  
BECOMING A  
GREAT WEBINAR  
PRESENTER**

# THE ART OF BECOMING A GREAT WEBINAR PRESENTER



## That Star Quality

When you're not used to public speaking, an hour can feel like an eternity. As the minutes stretch on, you worry about the worst-case scenarios. What if you make a fool of yourself? What if the audience isn't engaged? What if your webinar isn't a success?

Fortunately, it doesn't have to be that way. Whether you're a webinar superstar in the making, or a behind-the-scenes Spielberg who wants to make the most of their on-screen talent, this guide can help you boost the quality of your webinar presentations. Too many of us let our fear of public speaking hold us back — when with a few simple tips, we could be delivering great webinars, every time.

## THE ART OF BECOMING A GREAT WEBINAR PRESENTER

### Good Talent (isn't) Hard to Find

Let's face facts: Just because someone really knows their stuff, it doesn't automatically follow that they'll be a great webinar presenter. Your subject matter experts, while incredibly knowledgeable about your products and solutions, may not be that great at keeping an audience entertained. That said, almost every company has a rockstar webinar presenter hidden somewhere in the ranks. The trick is knowing how to find that person.

What you want in a webinar presenter is someone energetic, talkative, and outgoing. If that doesn't describe your subject matter experts, you may need to look in some unexpected places. Salespeople and PR reps are tend to be chatty and friendly, which can make them ideal webinar presenters. Or you can find the extroverts in your marketing department and enlist them as presenters. And don't be afraid to go to your executive team. Many executives have tons of experience presenting in front of large audiences. They may love a chance to host your webinar.

### When in Doubt, Go Pro

If you have a smaller team, or you simply don't have anyone who you think makes good on-air talent, you may want to hire a professional. Professional speakers are available in pretty much any area, and they are surprisingly cost-effective and easy to find. Just head over to your search engine of choice and tap into the pool of local talent.

Once you've found your professional presenter, your subject matter expert can relax and focus on doing what they do best: the content. If you

choose a traditional single-presenter webinar format, your internal experts can prepare the presentation slides and speaking notes for the presenter. You may want to hold a short 1:1 download session so your internal experts can go over the material with the presenter before the live event. Of course, you may want to branch out a bit, too, and try some less conventional webinar formats. Which brings us to...

### A Change of Pace

When your presenter isn't a subject matter expert — or even if you just want to mix things up a little bit — consider experimenting with more informal webinar formats. There's no rule that says webinars must be a single presenter, delivering slides, with maybe 15 minutes of Q&A at the end. For your next webinar, try one of these on for size:

#### Interview

Your organization is probably full of experts not just on your products and services, but on a whole range of topics your audience cares about. Even if they aren't great speakers, an interview format can help them shine while your presenter does the work of keeping the energy high.

## THE ART OF BECOMING A GREAT WEBINAR PRESENTER

### Living Case Study

Your employees aren't the only experts on your products and services. For a change of pace, think about bringing in a customer for a live interview about their experience with your company and the results they drove.

### Pannel Discussion

Instead of individual interviews, you may want to bring in a handful of experts for an informational panel. In this type of webinar, the presenter acts as a host, keeping the conversation on-topic and relevant for the audience.

### Informal Chat

If your experts are personable and comfortable on camera, you can bring them together for an informal chat session. A casual, host-driven conversation or coffee talk can be a compelling way to present content — and replicates a lot of the TV talk formats that people are used to seeing. Make sure you prepare the topic of conversation in advance so your host is prepared to guide the conversation.

## You're Not Alone

A good webinar is not just a presentation — it's a conversation between the presenter and the audience. By providing moments of interactivity, you create an environment that's fun and engaging. And the more engaged your audience is, the more information they retain from your webinar and the closer they feel to your company and your brand.

A live Q&A session is the most popular way to add interactivity to webinars. According to the 2017 ON24® Webinar Benchmarks report, 82% of us are already including Q&A in our webinars.

But think of all the other tricks you have at your fingertips:

**Polls add a fun element of unpredictability to your webinars.** They also give your audience a chance to voice their opinions and get a glimpse into the minds of their peers.

**Social media takes the conversation even further.** By integrating social media tools right into your webinar console, you encourage the audience to engage with your brand and each other without ever leaving the webinar environment.

**Idea storming tools transform your informational webinar into an active work session.** Attendees can submit ideas and review and upvote the contributions of their colleagues.

These are just a few examples. Find out what interactive tools your webinar software offers and look for ways to integrate them into your events.

## THE ART OF BECOMING A GREAT WEBINAR PRESENTER

### Speaker Tips

There's no big secret to becoming a better webinar presenter. All it takes is confidence, practice, and a couple of great people to help you out. As you head into your next webinar, just keep these simple tips in mind:

#### Rehearse

Want to know the easiest way to beat stage fright? Practice, practice, practice. As long as you know your stuff, there's nothing to be afraid of.

#### Don't try to be funny

If you're naturally funny, that will come across. You don't have to force it. Avoid scripted jokes and gags.

#### Use a landline

Don't present from cell or conference phones — the sound quality tends to be poor and the connection is unreliable.

#### Choose a quiet room

Present your webinar from a nice, quiet place with no background distractions — and put a "Do Not Disturb" sign on door.

#### Mute your cell phone(s) and computer

You don't want to interrupt your webinar with an ill-timed call, text, or IM.

#### Pour yourself a glass of water (and don't be afraid to use it)

Webinar presenting is thirsty work. Take a little sip of water (NOT coffee, it dehydrates) whenever you need it.

#### Don't panic

Things will go wrong. That's normal. Just smile, take a deep breath, and roll with the punches.

But the most important piece of advice is this: **Be yourself... and have fun!** As long as you're having a good time, your audience will have a good time, too.



# THE ART OF BECOMING A GREAT WEBINAR PRESENTER

## About ON24, Inc.

ON24 is on a mission to redefine how organizations engage with their audiences, powering interactive, data-rich webinars and content experiences that help people connect on a more human level and make smarter business decisions. Through the ON24 Engagement Platform, marketers can create live, on-demand and personalized webinars and digital content experiences that deliver actionable intelligence and integrate it across their operations. Informed by more than a billion engagement minutes -- including 12 million polls, 1.3 million surveys, 1.5 million conversations, and conversion of over 17 million resources -- marketers drive more revenue from ON24 Engagement than any other marketing channel. Headquartered in San Francisco, ON24 has a wide global footprint with eight offices in key regions, including London, Munich, Singapore, Stockholm and Sydney.

For more information, visit [ON24.com](https://www.on24.com).



ON24, INC.

50 BEALE STREET, 8TH FLOOR | SAN FRANCISCO, CA 94105

877.202.9599 | [ON24.COM](https://www.on24.com)

© 2018 ON24, Inc