

# *asis&t* GUIDELINES FOR WEBINAR PRESENTERS AND PROPOSERS

## PREPARATION:

1. In order to properly promote the webinar, the webinar [request form](#) needs to be submitted to [webinars@asist.org](mailto:webinars@asist.org) at least **30 days prior** to the event. The form needs to be complete and include all the requested information on the webinar, as well as a detailed **description of the webinar and photographs and a brief biographical sketch** for each presenter.
2. If the webinar is sponsored by a SIG or chapter, the chair should be the contact for webinar and should submit the proposal, so staff know that it has been approved by the sponsor.
3. **Webinar organizer and staff members (panelists, presenters, and co-organizers) will need to run the GoToWebinar desktop app from a compatible Windows or Mac computer to host sessions (Linux systems is not compatible).** This allows you full access to our collaboration tools including questions & answers, polls, and more. Check below for a list of our system requirements or [run your system's compatibility automatically](#).
4. **Final slides** need to be submitted to ASIST staff at least 24 hours prior to the dry run. Staff will send the presenter(s) the ASIST opening and closing slides which need to be inserted as the first and last slides in the PowerPoint presentation. If there is more than one presenter, please insert a transition slide at the appropriate point for each presenter listing their name and affiliation.
5. We recommend limiting the number of slides to 15 if possible.
6. Plan for the oral presentation to be approximately 35-40 minutes allowing 15-20 minutes for questions and answers at the end of the webinar.
7. Please return your final slide deck to ASIS&T staff the day prior to the webinar and they will load the slides into the webinar site so attendees can download prior to the webinar. After the webinar, they will also be posted to the ASIS&T website along with the audio recording of the webinar.
8. If **polling** will be required, staff need to know a few days prior so they can set this up.
9. **One day before Dry Run** you will receive an email with a link to join the webinar as a presenter. **You must use this link so you can control your audio and slides.** Do not register for the webinar as attendee.

### SAMPLE EMAIL PRESENTERS WILL RECEIVE:

Dear Cathy Nash,

ASIST Webinars ([webinars@asist.org](mailto:webinars@asist.org)) has invited you to be a panelist for the following webinar:  
"DRY RUN ABC Webinar"

[Add to Calendar](#)

#### 1. Click the link to join the webinar at the specified time and date:

DATE AND TIME WILL BE HERE

[Join Webinar](#)

Note: This link should not be shared with others; it is unique to you.

Before joining, be sure to check system requirements to avoid any connection issues.

#### 2. Choose one of the following audio options:

TO USE YOUR COMPUTER'S AUDIO:

When the webinar begins, you will be connected to audio using your computer's microphone and speakers (VoIP). A headset is recommended.

--OR--

TO USE YOUR TELEPHONE:

If you prefer to use your phone, you must select "Use Telephone" after joining the webinar and call in using the numbers below.

United States: +1 (XXX) XXX-XXXX

Access Code: XXX-XXX-XXX

Audio PIN: Shown after joining the webinar

10. Please be prepared to use either a headset or connect via telephone to ensure the best audio quality for the dry run and webinar. Speakerphones and mobile phones create echo and static.
11. It is recommended that presenters use a video camera for their presentation and check their light source. Please refer to the tips and tricks at the end of this document.
12. If multiple presenters plan to be in the same room during the dry run or presentation, it's important that they share the computer. If more than presenter is signed on, audio will echo.
13. Ensure you will be using hard-wired, high-speed internet. Wi-fi can drop during presentation.

#### **DRY RUN DAY:**

1. As a presenter, you must use the link you receive in the email to presenters about joining the dry run, and please join the dry run webinar at least five minutes prior to the start time.
2. ASIST staff will conduct the dry run and will:
  - Confirm the order of the presentations and slide # used for each presenter.
  - Confirm how you want to be introduced.
  - Confirm the sponsor so they are acknowledged during the webinar opening remarks.
  - Confirm whether you are using a headset or telephone dial in for audio.
  - Run the audio test to ensure you can hear the other presenters and that they can hear you.
  - Instruct you on how to mute their audio line when they are not actively presenting or speaking.
  - If a webcam will be used during the webinar, we will test the webcam function and the lighting.
  - Practice sharing your screen and switching presenters.
  - Either an appointed moderator or staff will moderate the question-and-answer period and will demonstrate how to view the questions in the questions box. Each presenter should allow questions after their presentation so questions can be directed to the appropriate presenter.

#### **Audio Tips:**

- Best: Landline Phone Connection or USB headset connected to your computer.
- Satisfactory: Analog headset/ analog headphone analog mic

#### **WEBINAR LIVE DAY CHECK LIST:**

1. As a presenter, you must use the link you receive in the email to presenters about joining the webinar, please and join the webinar 15 minutes prior to the start time so everything can be tested and adjusted as needed. Never use the attendee link or you won't be able to control your audio and screen sharing.
2. Do not mute your own mic.
3. Remember not to type during broadcast as that will be picked up on the recording.
4. Turn off ringer on any land lines or cell phones in the room.
5. Close unused applications and programs on your computer.
6. Run the audio test to ensure you can hear the other presenters and that they can hear you.
7. Three (3) minutes prior to the webinar, the first speaker should be ready with their slide deck with the opening slide up on their screen.
8. Staff will start the webinar and will either introduce the presenter(s) or have the moderator do so. Staff will provide opening remarks and turn the session over to the first presenter or moderator (if there is a formal moderator).
9. When the last presenter is finished, put up the closing slide and leave it up during the question-and-answer period. Once all questions have been answered, staff will close the webinar by thanking the presenters and sponsor and reminding the attendees when the recording will be available.

Thank you for your help in ensuring the success of your webinar. We appreciate the time you've invested.

## How to be an Engaging Speaker During a Webinar Presentation

### **1. Learn the content.**

To minimize worry about forgetting elements of your presentation, include notes in your presentation file and have a printout of your script or talking points.

### **2. Practice makes perfect.**

We recommend you practice your presentation in the environment in which you will deliver it, such as in front of the computer.

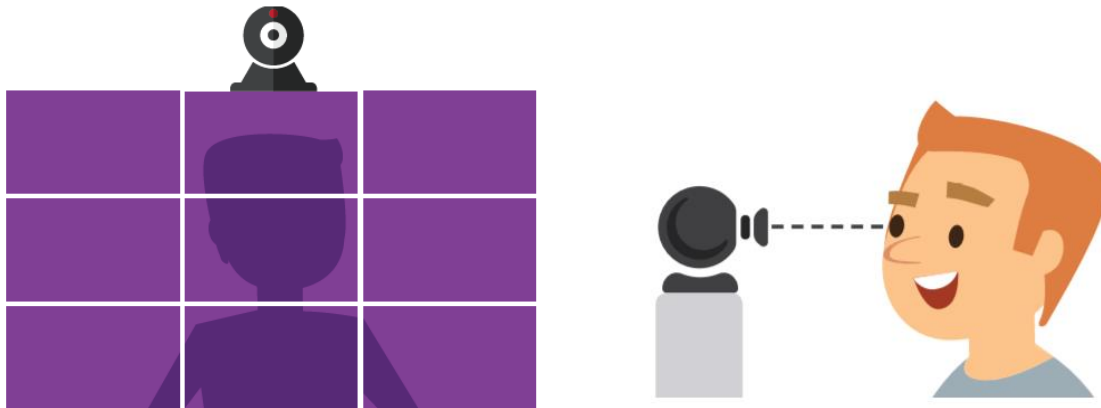
Presenting alone to a computer can be awkward at first. To make you feel more comfortable, ask colleagues/friends to sit in front so you can present to familiar faces.

### **3. Look at your camera.**

The computer you are planning to use, will need to have a built-in camera or an add-on one that will already be connected and working properly.

Knowing how to access the webcam software will help you to adjust the webcam for the best possible picture.

Align yourself in the center of the webcam image.



Remember, the webcam is your link to your audience! Make eye contact with the camera so it appears to the audience that you are speaking directly to them.

To help achieving this, place your camera at your eye level! You can adjust the camera height or the chair you are seated on.

#### **4. Speak up.**

Check audio levels before presenting, but also make sure to breathe at regular intervals to speak audibly and clearly. Maintaining a clear, even tone throughout the presentation will allow the audience to hear it without adjusting their volume settings.

Use external microphones if available. Microphones built into computers and cameras often have lower quality. The mobility of an external microphone will allow you to place it in the optimal location for sound.

The microphone should be close to your mouth but not so close to pick up popping “p’s” or certain words that hit the top of the audio levels.

The microphone should not be in the camera view.

Make sure the volume is loud enough to hear but does not pick up background noise or static.

Do not touch the microphone while live. It will make loud noises and can disrupt the audience.

#### **5. Be prepared.**

During the presentation have a glass of water nearby to sip as needed.

Also, keep handy a printout of your slides or notes in case you need to refer to them.

#### **6. Do not forget to smile! 😊**

If you are smiling and seem interested in the content, the audience will be too.

It is important to stay professional but show some personality.

If you are having a good time, most likely the audience will be too.

## Dressing For success On Camera

WHAT TO WEAR	WHAT NOT TO WEAR
<p><b>Blues/Cooler Tones</b> Blue and other cool color tones enhance the presenter on camera</p> <p><b>Tie Long Hair Back</b> Can interfere with microphone and distract audience</p> <p><b>Contact Lenses</b> If possible, avoid glasses, which can cause glare; otherwise adjust lighting</p> <p><b>Make-Up</b> Foundation helps men and women avoid looking too shiny or washed out</p>	<p><b>Small Patterns (e.g. polka dots)</b> Patterns can create interference with the camera, known as a Moire effect</p> <p><b>Tight Pinstripes</b> Camera interference</p> <p><b>Busy Colored Patterns</b> Large patterns can distract viewers</p> <p><b>High Contrast (White, Black, Mixed)</b> Camera interference</p> <p><b>Scarves</b> Microphone interference</p> <p><b>Dangling Earrings (and Shiny Jewelry)</b> Can reflect lighting and cause glare</p>



## Choosing a Location for Your Virtual Presentation

When delivering a virtual presentation, your location plays a key role in how your audience will perceive your message.

Selecting a room from which to deliver the presentation should not be a last-minute decision!

Hereby you will find some tips for picking a location for your virtual presentation:

### **1. Used a hard-wired internet connection.**

Wireless networks can be fickle and are more likely to drop connections, which can disrupt the presentation. Being hard-wired will help ensure strong connectivity and clear audio and video streams.

Turn off wireless access on the computer to ensure the computer is using the hard-wired connection. Wireless connections are often overlooked, so checking that your connection is turned off can help to eliminate video mishaps and dropped audio.

### **2. Make sure it is private.**

Your location of choice should have doors that can be closed, to block out interruptions. If necessary, a note on the door can alert others to be quiet during recording.

**Mind your background! Be aware that what is behind you will be seen by the audience if you are using video.**

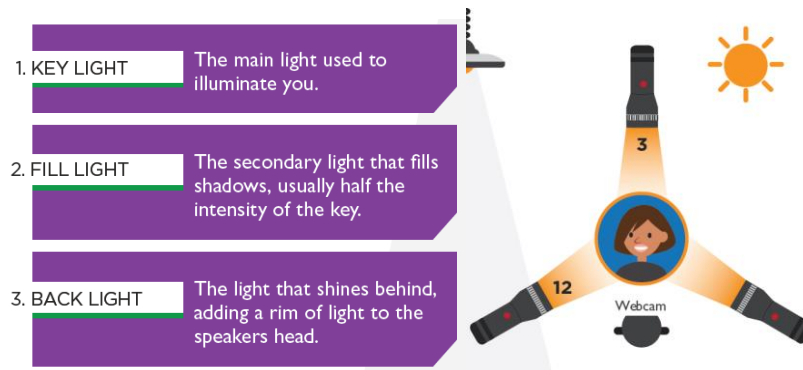
### **3. Make sure it is quiet.**

- Rooms that are near common areas (e.g., conference rooms, bathrooms or kitchens) can disrupt the session.
- Pick a more secluded location to block this out.
- If connecting from your place of work, email people who frequent the presentation location and ask them to be respectful of their volumes.



#### 4. Control the lighting.

Interior rooms with no natural light source may require additional lighting to brighten the space. If possible, use a three-point lighting strategy.



Use natural light when possible. By using it, you can adjust the total look with overhead and additional lights as needed. An open window behind you can make you look dark, better keep windows in front of you. You can use the natural light to illuminate your face, adjusting blinds as needed.

#### 5. Control noise from equipment.

Manage noise by turning off fans, telephones, computer speakers or public address systems. Keeping ambient noise to a minimum is important for a good virtual experience. If you cannot control noise-generating equipment, another location would be best.

#### 6. Sit in an adjustable/non-swivel chair.

For video presentations, comfortable and stationary seating is preferred. If possible, use chairs that are adjustable for height but do not swivel. Swiveling on camera creates a poor attendee experience and can be distracting.

#### 7. Use a laptop.

For optimal use, it is better to use your laptop, please refrain if possible, from using tables or mobile devices for presentations.

**By following these tips, you will manage to create a great atmosphere for your virtual presentation that look and sound professional for the remote audience!**