

Introduction - This guide is an introduction to some of the best practices and tools available within a webcast that you can use to enhance the attendee experience as well as some **tips and advice to keep your attendees touching their keyboard every 2 minutes.**

The Opening Act

When you do begin the main event, remember to lead with something attention grabbing. Remember, audience members are typically at work or at home during webcasts and have a lot of demands on their time. **If they aren't engaged within the first two minutes, you might lose them. Remember, the goal is to keep your attendees touching their keyboard every 2 minutes.**

Ideas:

- Tell a real-life story which has some grab value.
- Share a surprising statistic.
- Open up with a compelling quotation.
- Ask an open-ended question and allow audience to respond via chat.
- Share a pre-recorded video which tells a story that illustrates your main objectives for the session.

A strong main event starts out with a confident, engaging introduction from a well-prepared presenter. Get started on the right foot, and the rest of your presentation will naturally flow from there.

Interactive Tools

Webcasting gives you a number of tools you can use to interact with members of your audience.

Chat - Most of the communication between you and your audience members will take place in the chat room. This also gives your audience members a medium to communicate with each other.

Here are some creative ways to engage your audience via chat:

- Ask your audience where they're calling in from or what the weather is like in their city or the beverage they're drinking that moment.
- Host a mini contest via chat offering the 1st or 10th respondent a \$100 gift card for answering your question.
- Run a similar contest toward the end of your presentation – announce all winners at the end of your presentation.

Polling Questions - Polls allow you to ask your audience members for their opinions, and provide a simple, effective way to gather statistical feedback. We recommend having a poll after every 2-3 slides or 2-3 minutes.

This polling feature within a webcast can be used creatively in a number of different ways:

- Deploy a quiz to measure your audiences' knowledge of the topic.
- Ask audience members for feedback during the presentation to keep your content relevant.
- Ask a polling question about the specific interest area surrounding your topic.
- Poll your audience for suggestions on future presentations.



Tip: During the time between when a poll is asked and the answer shown (say 30 seconds) - this is a good time to skim what's being said in the group chat and prepare you to deliver an intelligent response.

Questions & Answers Session - Another touch point to keep an audience engaged is the Q&A session, which traditionally takes place at the end of your presentation. Be prepared to go over additional concepts, demonstrate ideas and discuss what matters most to your attendees.

Advice:

- Address the Q&A feature before, during, and after you deliver your presentation.
- Read the text of the question and who it was from to keep the audience engaged and invested in the content.
- Don't be afraid to say "I don't know." If you're not sure about an answer, let the audience member know you'll follow up with them after the session.
- If you don't have time for all the questions, follow up after the webcast.

Sample Presentation Flow - Because it's so difficult to keep people engaged we propose having presentations that are no longer than 30 minutes, in fact 20 minutes for the presentation and conclude with 10 minutes for Q&A. To make sure that you are keeping your attendees **touching their keyboard every two minutes**, always prepare an outline that ties your interactive components to the slides on which they will be used.

SAMPLE OUTLINE		
<p>Slide 1 Opening Remarks - Before I begin my presentation I will ask the audience a few basic questions like where they are now, or what the weather is where they are, to get the chat going. This will help lighten the mood and possibly evoke some humorous responses.</p>	<p>Slide 2 Include some type of announcement or recognition as that will also get a big response in the group chat. Getting people to interact early is important. It sets the tone.</p>	<p>Slide 3 Ask a polling question about what you are going to talk about on slide 4.</p> 
<p>Slide 5 Ask the same poll you just did to see if you influenced the group with the point you just made.</p> 	<p>Slide 8 Run contest: Tenth person to respond to question will win a \$100 gift card. Response needs to have at least five words otherwise the person with one word will win. After the winner is announced tell the audience you will be doing something similar later in the presentation.</p>	<p>Slide 11 Run another poll, content or non-content related.</p> <p>Slide 12 Ask the audience a second question to relieve the tension you created with the first gift voucher and to illicit responses in the chat room.</p>

Conclusion

Webcasting is ultimately a collaborative endeavor between you and your audience. Like any other skill, this one takes some time and effort to develop. You'll learn many lessons from your first presentation, which are all part of the process of growth. Make sure that your webcasting platform gives you an engagement index by measuring how often your attendees are touching their keyboard. You'll learn many lessons from your first presentation, which are all part of the process of growth. Make sure that your webcasting platform gives you an engagement index by measuring how often your attendees are touching their keyboard.

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