

Tips for Good Webinars

using Zoom Webinar.

These tips come from those presenting the UC “Ag Experts Talk” webinar series.

Good practices

Preparation

- **Have a team of two.** Run the webinar in pairs with one person presenting and second person taking care of the communication with participants (Chat, Question & Answers (Q&As))
- **Length?** UC IPM’s experience is that for a one-hour webinar the presentation should be just about 40 to 45 minutes (i.e., about 30–35 slides), allowing time for around 10 knowledge-check questions (multiple-choice, true/false questions), and some time for questions from the audience.
- **Collect questions.** Don’t let participants ask questions using their audio because their audio settings often aren’t right. Instead, collect their questions using Q&A or Chat. Q&A is better because questions stay visible until you respond to them. Questions in Chat can get missed if there is a lot discussion going on.
- **Practice.** To assure that presenters have suitable audio settings and feel comfortable presenting the webinar, schedule a rehearsal for each speaker a few days ahead of the webinar date. Test the audio, make sure that sharing PowerPoint slides and other visuals works, and test poll questions.



*Prepare and engage – keys
to webinar success.*

At the start of your webinar

- a. **Introduction.** Our Ag Expert webinars start with a 5-minute introduction by the host covering the technical instructions for participants (how to use Chat, Q&As, Polls, and conditions for getting the CEUs) including a ‘warm-up’ poll of three questions
 - Where the participants are from. List counties. Include ‘out of state’ option.
 - Years of participants’ experience with given crop/pest. Include N/A option.
 - What is the participants’ job/position. Make it a multiple choice since a participant can be grower and pest control adviser at the same time.
- b. **Sound Check.** At the beginning of the presentation the host should acknowledge that the presenter can be heard, and the presentation is seen in Zoom.

During the webinar.

a. Keep them informed.

- During the webinar, presenters should talk about what they are doing when opening the PowerPoint presentation, another program (e.g., video player), or in case of any issue. **This keeps the audience (and facilitators/hosts) informed about what is going on.**



b. Engage the audience.

Polls. Prepare the knowledge-check poll questions in advance and upload into Zoom Webinar ahead of the webinar

- Questions can be spaced throughout your presentation or in the middle and the end. Optimum number of questions seems to be about 10 questions/one-hour webinar
- Poll questions can be multiple choice single answer, multiple choice multiple answer, or true/false
- Include a not applicable (N/A) choice where appropriate
- If the question in the poll is targeted to a specific 'subgroup' of participants, explain that not everybody needs to respond to it (e.g., acreage of your farm)
- Insert an empty slide with the question number where you want to run the poll or note the question number in the PowerPoint slide
- When a poll is posted, read the question(s) and options out loud to the audience
- If needed, remind the audience that they need to scroll down in the poll window to see more options
- While the audience is responding, the facilitator/host can direct questions received from participants to the presenter
- Wait until 70 to 80% of the participants respond to the poll question before sharing and discussing the results
- When a poll is closed and results are on the screen, read the poll question again and discuss the results. Clarify what the correct answer is because the poll does not indicate that!
- Note: Zoom webinar recording doesn't include polls because they are not part of the recorded window

Test. Consider an online test.

- This can be addressed by creating an online test using [Google Forms](#). Set up automatic shuffle of the questions and responses order so the test isn't exactly the same if a participant takes it again.

c. Recognize Q&A and chat comments.

- During the webinar acknowledge participants' questions and comments in the Chat/Q&A

d. Wrapping up.

- At the end of the webinar, share with participants the URL to the post-webinar survey in Chat, so that the link is active. Use the survey to collect participants' license numbers as well as feedback for the webinar.

Technical requirements for your presenters' and hosts' computers

1. **Check computer & software updates.** Make sure that your computer has all the latest updates (Murphy's law is that your computer will decide to make some update right in the middle of your presentation)
2. **Use a quality microphone.** Use a headset with microphone, don't rely on your computer built-in microphone
3. **Avoid distractors.**
 - a. Turn off your Microsoft Outlook and any other possible distractors (Messenger, Skype, Google Chat, etc.)
 - b. Present in a room and place that is free of extra noise and distractions
4. **Cell phones off please?** Silence your cellphone :)



Suggestions for your PowerPoint

1. **Use widescreen.** A PowerPoint presentation is better in the widescreen (16:9) format. Consider using [UC ANR templates](#) relevant for your program.
2. **Leave bottom space.** Leave the bottom 1/10 of each slide empty. That is where the Zoom menu bar will appear and covers that part of the slide.
3. **Leave top right space – maybe.** If you use a 16:9 slide format, leave a space in the top right corner. That is where a small window with your image/video will appear.
4. **Use visuals!** As with any PowerPoint-based presentation use more visuals (images, graphs, schemes) and less text on the screen.
5. **Avoid grainy pics.** Use high-resolution images because during the transmission a bit of resolution quality is lost. So poor resolution images show up really blurry on participants' screens.
6. **Placeholders.** Insert an empty slide with the question number where you want to run the poll or note the question number in the PowerPoint slide
7. **Cite source.** Consider adding URLs/citations for all the charts and studies presented so that participants can read more if interested.
8. **Avoid abbreviations.** Make sure to spell out abbreviations. Not all participants will know them.

Posting webinar recordings on YouTube

If you are planning to post a recorded webinar on YouTube, remember that:



1. No Continued Education Units can be awarded based on watching the recorded webinar
2. Zoom recording doesn't include polls because they are presented as pop-up windows. If you want to include them, you will need to capture them as screen shots and then edit them into the recorded video.
3. Auto closed captions created by YouTube are generally not sufficient for meeting the Americans with Disabilities Act/Web Content Accessibility Guidelines and you will need to edit them. That is time consuming!