



Webinar Information and Guidelines

Role: Speaker

Pre-Webinar Preparation:

1. Complete the [EBAA Speaker Information Form](#) to submit your headshot and bio.
2. Send your suggested presentation title and summary to EBAA Staff.
3. Submit your availability for a webinar practice session via the Doodle Poll sent to you.
4. Send your slides and polling questions by the agreed upon date.
5. Participate in a Practice Session
 - a. During this session we will familiarize you with the webinar tool, discuss logistics, look through the slides on the tool and discuss any last-minute issues. This will typically take place the week of the session.

PowerPoint Guidelines:

Formatting:

- **Template:** Please use the [EBAA template](#) for your slide deck. Include a title slide with speaker name, organization, and presentation title.
- **Format:** Microsoft PowerPoint (16:9 aspect ratio/widescreen)
- **Polling:** Please include at least 2 polling questions in your presentation. Polling can be used to accompany case studies or to acquire general information about the audience.
 - To add a polling question to your PowerPoint, insert a blank slide in the location you would like the polling to take place, and place the question and multiple choice answers on the slide. Only multiple choice or select all type questions can be included.
- **Messaging:** Always keep the message simple, bold, and clear.
 - Simple – Use only key elements or words per slide. Do not use complete sentences. Keep lines and shapes understandable and to the point.
 - Bold – Be mindful when selecting colors, lettering style, size, and layout.
 - Clear – Is the PowerPoint easy to understand? Does it exactly reflect the message you're trying to get across? Is it logically arranged, well-spaced, and not crowded? Do the main points stand out?
- **Layout:** Do not overload presentation slides with text/information.
 - Try to use less than 6 words per line and 6 lines per slide. Remember, you want attendees to listen to you, not read your slides.
 - Think about ways to illustrate your talking points with images versus strictly text.
 - Use only one complex graphic (pie chart, bar graph, etc.) per slide and ensure it is readable.

- **Sources:** Obtain permission to use material from outside sources prior to the presentation. Cite material from outside sources at the bottom of the slide (footnotes) or in a listing on the last slide (endnotes).
- **Videos:** If you plan on using a video during your presentation, please let EBAA Staff know so that we can discuss the best way to incorporate it.
 - Note: You will not be able to hear the video audio over the phone.

Content:

- Provide specific takeaways/action items for attendees to enhance their own organizational efficiencies.
- Ensure content considers the current state of the issue/topic, as well as what will be important to the attendees in the near future.
- Use your time wisely. Deliver a succinct and focused message. Don't cram in too much information.

The Webinar: Using the Webinar Tool & Webinar Format

1. Dial into the phone audio provided: **Phone: (877) 533-1791 Code: 1830683**
 - a. When using the phone audio, you can expect:
 - i. To be placed in a private subconference with an operator.
 - ii. There will be a private subconference following the webinar; please remain on the line.
2. Log into the Event Center with the link and Co-Leader passcode provided.
3. You will have Co-Leader next to your name. When it is your turn to present, EBAA will make you the leader and you will see black arrows on your screen to advance your slides.
4. EBAA Staff will open the call when the webinar begins.
 - a. This will include a welcome to the webinar, along with the moderator's introduction. The moderator will then introduce the session and the speakers before passing it off to the first speaker. After all speakers have finished presenting, the moderator will open the Q&A session. Once the Q&A session is complete, the moderator will turn the call back to EBAA for closing of the webinar.
5. Q&A session/Q&A Box
 - i. Tabs- Speaker & Attendee
 1. Attendee questions will only be displayed in the audience tab and are not visible to the attendees.
 2. Questions and comments between the speakers and EBAA staff will be in red on both tabs.
 - ii. If any participants submit technical issues through the Q&A box, EBAA Staff will handle them.

6. Additional Details:

- a. Different phone numbers will be used for the practice session and the webinar.
- b. Marquee slides will be rotating before the presentation starts. EBAA Staff will change it to the presentation slides once the webinar begins.
- c. Organizations register for webinars. There are likely a much larger number of individuals watching the webinar, than what we can see in the attendee box.
- d. A PDF of the presentation slides, the CEU signature sheet, and the evaluation will be placed in the link section.

Speaker Checklist for the Webinar:

- Have a hard copy of your slides.
- Speak clearly and slowly into the phone (do not use earbuds or speakerphone).
- Log into the webinar 10 minutes prior to the start time.
- Finish speaking about the slide completely, before switching slides.
- Keep room-temperature water handy.
- Place “Do Not Disturb” sign on door.
- Have computer speakers turned off.
- Press mute when not speaking – every noise come through.
- Keep an eye on the chat box for any comments from EBAA Staff (will display in red).
- Remain on the line for the post-webinar wrap-up.