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 platform, discuss logistics, test out audio and camera, click through the slides using the tool and discuss any last-minute issues. This will typically take place the week of the presentation.

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.
   o To add a polling question to your PowerPoint, insert a blank side 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.
   o Simple – Use only key elements or words per slide. Do not use complete sentences. Keep lines and shapes understandable and to the point.
   o Bold – Be mindful when selecting colors, lettering style, size, and layout.
   o 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.
   o 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.
   o Think about ways to illustrate your talking points with images versus strictly text.
   o 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.
  - o 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.

Presenting on Camera

Suggested Attire
- □ We recommend business casual attire since you will be visible on camera.

Camera Tips
- □ **Room Set-Up:**
  - o Find a quiet place that has a door to ensure privacy
  - o Lighting: Place lighting source in front of you, behind the computer, to ensure light is shining on your face as opposed to behind you which will cause shadows. Be cautious of placing the camera by windows or under skylights
  - o Make sure your background is tidy and free of distractions.
- □ **Position of Camera:** Place your camera at eye level or slightly above eye level and look at the camera often to engage with the audience. Don't sit too close to the screen/camera.
- □ **Glasses:** If you are wearing glasses, be aware of the glare on camera.

The Webinar: Using the Webinar Platform& Webinar Format

1. Log into Zoom Webinars using the panelist link provided to you. This link is unique to you, so do not share it with anyone. You will use the same link for both the practice session and the webinar.
2. 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.
3. Q&A Box and Chat
   a. The moderator will be monitoring the questions and will ask the speakers the questions during the Q&A session. If any participants submit technical issues through the Q&A box, EBAA Staff will handle them.

Speaker Checklist for the Webinar:

- ☐ Have a hard copy of your slides.
- ☐ Speak clearly and slowly.
- ☐ Turn your cell phone and computer notifications off.
- ☐ Confirm that your internet connection is strong – plug directly in through an ethernet connection if possible.
- ☐ Log into the webinar at least 15 minutes prior to the start time.
- ☐ Keep room-temperature water handy.
- ☐ Place "Do Not Disturb" sign on door.
- ☐ Press mute when not speaking – every noise come through and your face will appear to the attendees if sound comes through.
- ☐ Look at the camera as if it is another person in the room to ensure that your virtual audience does not feel ignored.
- ☐ Keep an eye on the chat box for any comments from EBAA Staff.