

# Webinar Mastery Workshop

(Excellence in Webinar Presentations and Facilitation)

## Program Description

This program has been developed to provide presentation, training, and management staff with the appropriate skill set to deliver high impact, consistent, engaging, and meaningful presentations and training workshops via Webinar. It can be adapted for other regular users or presenters of Webinars, and applies to any web conferencing technology platform your organization may use.

The training is conducted via the internet using the Webinar tool and audio conference. It suits small groups of 4 – 8 people maximum. Sessions are highly interactive, synchronous, and live.

## Program Objectives

The key objectives of this program are to:

- Ensure that participants understand the key differences between and significance of instructor-led training or presentations versus Webinar-based classroom and presentation delivery.
- Overcome the challenges and potential shortcomings of the Webinar delivery environment.
- Provide a range of techniques to effectively engage the audience for maximum participation & uptake.
- Utilize best practices before, during, and after the Webinar session.
- Enable participants to deliver highly impactful classroom and presentation Webinar sessions.

## Audience

Anyone who delivers training, coaching, or group presentations via Webinar.

## Program Duration & Format

The course format is flexible, however, would generally consist of Two 3-4 hour (maximum) Webinar sessions.

- Session 1: an interactive workshop involving description, demonstration and hands-on use of key Webinar capabilities, where and when to use them, and the benefits for online presentations.
- Session 2: a practical “hands-on” session where participants have the opportunity to test out the new skills they have learned with live Webinar presentations.

## Program Outline

This program covers the following key topic areas:

- Face-to-face training versus Webinar classrooms – a Webinar is not just “training via the web.”
- Essential preparation and starting the meeting on the right note.
- Keeping trainees awake, interested, and off of email - specific techniques and guidelines for success.
- Key Webinar feature training – when and how to utilize.
- Setting up, managing, and optimizing advanced options if available, such as breakout sessions and polls.
- Converting face-to-face courses/content to Webinar classroom/presentations – content and structure, pre- and post- work, slide animation and builds, trainer photo, interactions, polls, on-screen mark-ups.
- Webinar best practices – offline poll creation, homework and handouts, sharing documents, laser pointer versus mark-up tools, audience type considerations, and feedback.



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