Webinar Mastery™
Achieving Excellence in Virtual Presentations, Demos, and Workshop Delivery

This report covers:

- 4 common mistakes you can avoid while delivering presentations/demos/training virtually
- 5 Virtual Delivery capabilities you can use to maximize impact
- How to make the most impact on your audience with your Virtual Training and Presentations
- Virtual Delivery Type and Size Considerations
- Considerations for converting in-person sessions to Virtual Training and Presentations
- Why it is so important to be properly trained on Virtual Delivery

With proper training and coaching in the use of the Virtual Delivery platform, you can deliver impactful training and presentations that will help you achieve your outcomes and delight audiences, thus realizing the benefits the Virtual Delivery format intends to deliver.

Provided as an informational service by TSD
Specialists in Webinar Mastery™ and
SEAMless Sales® Transformation

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4 Common Virtual Delivery Mistakes you can avoid:

1. **Assuming that the participants are tuned in and tracking**

   This is the biggest mistake a presenter or facilitator can make. Since they're working on their PC with instant access to all of their work, by definition the user will be distracted - unless they are explicitly and purposefully engaged throughout the entire Virtual Delivery -- whether large or small group, presentation, training, or demo. Specific interactions need to be designed into the material, and the presenter/facilitator must be prepared and able to execute multiple types of interactions, with 100% assurance that the participants are engaged. Anything short of this will be less than optimal for the participants, will not achieve the results you desire, and will not leverage the investment you've made in preparation and delivery.

2. **Assuming that presenting virtually is trivial and doesn't require any special virtual delivery training to ensure success**

   Virtual Delivery tools have tremendously helpful capabilities, but they are only as good as the person using them. It is critical to become properly trained not only on WHAT the tools are, but HOW to use them to maximize the Virtual Delivery experience for the participants, ensuring that you achieve the uptake you intended.

3. **Using existing in-person materials without adapting them to the Virtual Delivery format**

   Most presentation or training material that has been designed for an in-person format are not automatically suitable for the Virtual Delivery format. It is critical to evaluate the current materials for Virtual Delivery suitability, design specific interactions to keep the audience engaged, and to leverage all the Virtual Delivery capabilities available.

4. **Resorting to "Slide Show Sloth" or "Demo Drone"**

   If not aware of the Virtual Delivery capabilities even a skilled facilitator or presenter will often default to simply sharing their screen and clicking through a slide presentation or droning on and on during a demo. This is bad enough in-person, but for a Virtual Delivery it is a fatal mistake that will result in losing the audience and not achieving the goals of the session.

Virtual Training and Presentations are not an in-kind replacement for in-person sessions

- An in-person presentation with little interaction MIGHT work - but it will fail miserably if done the same way in a Virtual Delivery. The result is that the participants nominally will be bored, but more importantly they are probably not getting the message, increasing skills, or changing behavior as intended.
- When it comes to training or presentations in general, adult learning principles dictate that the participant must be motivated in order to hear the message and/or learn (WIIFM - What's In It For Me). For Virtual Delivery sessions, this is true but still not enough: in addition, the participant must be kept proactively and continually engaged.

If you want to maximize the participant uptake and retention, specific training on how to deliver Excellent Virtual Training or Presentations is required

- Although most of the basic functions of Virtual Delivery tools are relatively easy to use, it is not intuitively obvious to figure out the best practices for maximum engagement. Also, although some training on the capabilities is available "for free" from the vendor, typically the training is focused on what the tools are, not how/when to use them. It's like learning to drive a vehicle by reading the owner's manual. With any tool, what matters most is how you use it. In most cases delivering a poor Virtual Session is worse than not delivering a Virtual Session at all because it turns off the audience and reflects badly on you and your organization.
- It is critical to receive training focused on practical application of Virtual tools for Demos, Presentations, or Training and has "road tested" best practices
- One of the most important parts of the Virtual Delivery training is for you to have the opportunity to try the tools and get feedback from an experienced facilitator/coach or peers

Different types and sizes of Virtual Training and Presentations require different considerations and capabilities

- Size and appropriate tools to use
    - Small Group (15 or less) - Open mics, open discussion, longer sessions possible (up to 5 hours!), use of chat, polling, and feedback/emoticons, whiteboarding, breakout sessions, and heavy facilitator and participant use of annotation tools
    - Large Group (16 or more) - Mics on mute, heavier use of chat and Q&A, shorter sessions, heavy reliance on polling and feedback, facilitator use of annotation tools but limited or no participant use of annotations
- Types of Virtual Training and Presentations
    - Large Group Broadcast (Marketing or Product Presentations) - Presentation TO the audience. Typically, the default definition of "Webinar"
    - Virtual Classroom Environment (vILT) - Heavy interaction WITH the audience, best environment to emulate "in-person" training
    - Hands-on Labs - Screen and/or Application Sharing, Pass control to participants
    - Demos - Screen and/or Application Sharing

Not all Virtual Delivery platforms provide the same capabilities

- While most Virtual Delivery tools will allow you to share a presentation application or a screen, if this is all they provide the tool may be insufficient, problematic, and risky.
- It is critical to use a Virtual Delivery platform that allows multiple sharing options including potentially loading the presentation in advance, along with supporting polls, videos, and other materials and provides robust interactive capabilities.
- 5 Virtual Presentation Capabilities to Look for:
    1. Annotations that can be created by the presenter and the audience and either on the shared content or in a Whiteboard
    2. Highlighter, Pen, Shape, Text, and Pointer tools
    3. Polling – edit and save polls external to session, pre-load polls, save and analyze poll results including individual responses and participation
    4. Breakout session capabilities
    5. Chat and Feedback/Reactions/Emoticons

Making the biggest impact on your audience with your Virtual Training and Presentations

- Most people resort to clicking through slides, or at the most using slide builds or animations to try to keep people's interest. This is a fatal mistake. Even the builds you used in an in-person session might not be appropriate for a Virtual Delivery format.

- Explicit interactions must be designed in the Virtual Delivery and the facilitator/presenter must know how and when to use them the same way a flipchart, table discussion, or activity is used in an in-person environment. If you want to positively impact your audience, it is critical to use all the Virtual Delivery tools available such as Whiteboards.

- When done properly it is not uncommon to maintain audience participation for an extended period – for virtual training sessions up to 5.5 hours at a time (with several short breaks), which largely is unheard of and otherwise avoided (or dreaded) for Virtual Training and Presentations. TSD conducts sessions like this routinely with feedback like "that flew by" and "I was so engaged!"

Conclusion:

When done properly, virtual training and presentations can achieve the desired outcomes and delight audiences, thus realizing the benefits the Virtual Delivery format intends to deliver.

If you find this guide helpful, we can help you achieve Excellence in your Virtual Presentations, Demos, or Training. Contact us today!

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