

IMPORTANT WEBINAR PRESENTER BEST PRACTICES

1. Elevate your computer/camera – like you are taking a selfie.
2. Have your camera/computer or phone horizontal (side-ways) not vertical (up & down), and frame your face and shoulders.
3. Clear out your background so that it is simple and professional (Plan your background the day before.)
4. Do not use a virtual background.
5. Make sure that the light is coming from the front, and not from behind. (A ring-light is preferable.)
6. Dress professionally and avoid distracting patterns.
7. If possible do not use wired or wireless earbuds. Use your computer audio.
8. Make sure you have a strong Wi-Fi connection (Be sure your computer is close to your router.)
9. Ask your family to turn off streaming devices and programs (no games or movies.)
10. Close all your applications on your computer to preserve bandwidth and distracting noises.
11. Mute your phone, set it to vibrate and keep it handy in case the SCW team needs to reach you.
12. Practice looking into the camera, not at the screen. (You look shifty if you are looking to the side.)
13. Do not shift around and move during the webinar. Make sure you are in a set, professional position before you begin.
14. If you wear make-up, wear a bit more than usual and include lipstick so people can see your lips move when you speak.
15. Keep a hairbrush and make-up close to your computer in case you need to adjust it before the webinar begins. The zoom camera changes your look. Never reapply make-up during the webinar.
16. Make sure that you eat something and go to the bathroom, prior to the webinar joining time.
17. Have a coffee/tea mug of water near you (like a morning tv show announcer.)
18. Make sure that your family is aware that you are presenting a webinar and will not disturb you or talk to you during the webinar. Make sure your animals are in a quite safe place.
19. If you or your surroundings make any type of noise on camera (dogs barking, throat clearing, people talking to you) the camera shifts to you and interrupts the speaker.
20. Keep a pen and paper handy to take notes on what you might want to add during the webinar conversation after the speaker finishes.
21. If you have something to add to the conversation, please let the moderator know and raise your hand. This provides great interaction and is encouraged.
22. Never shut your camera off during the webinar. This disturbs the presenter.
23. Be prepared to answer the webinar questions that we will be addressing. They are supplied below.
24. Please feel comfortable to make mention of your products make sure not to promote your products during the webinar. But, please do not push them. The participants do not enjoy this.
25. Please be respectful when others are speaking. Let the presenter speak and finish their thoughts. Please do not attract attention to yourself by excessively nodding your head, making hand gestures, or writing notes that you lift.
26. Join the meeting 30 minutes before the start of the meeting. Do NOT be late please. This allows us time for a video and sound check.
27. Upon entering the meeting, please type in your Full Name as our participants see this.
28. Join the meeting *30 MINUTES BEFORE THE START* of the webinar.