



Webcasting Best Practices for Presenters		
Before	Create Your Presentation	PowerPoint Design Tips
	<ul style="list-style-type: none"> • Create materials that support your presentation, not provide the presentation. • Incorporate interactivity to keep your audience engaged: <ul style="list-style-type: none"> ○ Begin your session with a simple interactive activity to set expectations. ○ Include interactive activities, such as polls, throughout the session. 	<ul style="list-style-type: none"> • Include visuals/images. • Use case studies, analogies and examples. • Font size should be minimum of 30pt. <ul style="list-style-type: none"> ○ Put detailed text in a separate document and distribute before the presentation. • Avoid animations and slide transitions.
During	Beginning of Session	Getting Help
	<ul style="list-style-type: none"> • Cover housekeeping items: <ul style="list-style-type: none"> ○ Where will the accompanying materials be available? ○ How will you take questions? How often? • Set expectations for the audience and presenters. 	<ul style="list-style-type: none"> • Know the contact information (email/cell) of the event facilitator. • Contact the ICS help desk if there are technical problems: <ul style="list-style-type: none"> ○ 1-800-442-4614 (toll free) ○ 1-608-262-3399 (local)
After	Recordings and Reports	Post-Event Communication
	<ul style="list-style-type: none"> • Edit your recording as needed. • Post your recording link or file. • Ask for viewing statistics: <ul style="list-style-type: none"> ○ Determine presentation effectiveness. ○ Calculate efficiency of webcasting medium. 	<ul style="list-style-type: none"> • Send follow-up emails to attendees. • Answer any remaining questions. <ul style="list-style-type: none"> ○ Create a list of frequently asked questions (FAQs) • Communicate report statistics with stakeholders.