***Best Practices for Creating a Webinar for Virtual Crit***

**Planning**

* It is a good idea have a detailed plan or a script to follow. Plan to keep the length of your webinar to a few minutes, only as long as it absolutely needs to be, as people’s attention spans are especially limited in Zoom.
* You need to inform your audience what you will be presenting at the beginning, using. a verbal overview, or bullet points if you will share your screen to show a presentation.
* Don’t try to cover too much content. Have a specific theme, and just as you would with a thesis paper, make it narrow enough to deal effectively with your content.
* Back up your assertions with examples and evidence.

**Presentation Tips**

* If you are demonstrating a process or some of your work, you probably don’t need a slide presentation. You can record yourself using your phone camera. (See handout on Tips for Recording Video)
* You can record yourself doing some of what you will be presenting in your webinar outside of Zoom, and then share your screen to play the video within the webinar.
* If you will be presenting a slide show created in PowerPoint or Google Slides, be sure it is not too text heavy. Include appropriate images and/or clips that illustrate your points.

**Testing**

* Plan ahead to conduct a test webinar.
* Test all the items you will be sharing on your screen, before the webinar and during your test webinar.
* Record your test webinar so you can check the timing, volume of your audio, and make any changes you think are necessary before the official webinar.

**Deliver and Debrief**

* After your webinar, make notes about what you think worked and didn’t work as well.
* Use these notes, as well as any feedback you receive, to design your next webinar.

VML Hub Staff - November 3, 2020