

Webinars to reach and engage any type of audience



How do I deliver a great webinar?

Why is a webinar?

Webinars as a tool - What are they used for?

Distinguishing features (vs. other communication tools)

Name but a few webinar platforms ...

How to choose the right one?



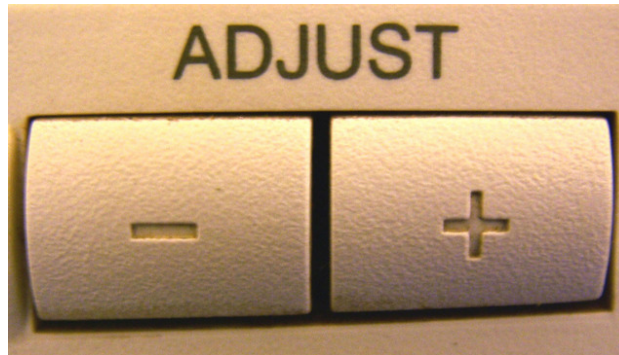
And the Big Question is ...

How do I deliver a great webinar online to reach and engage “live” audience?

Delivering a great webinar: what is in the toolbox

Apply the same consideration as you would for any other type of communication:

- Know your audience
- Deliver relevant content
- Plan and practice
- Promote



Understanding challenges of working in a virtual space with a live audience.

Developing a set of specific skills and techniques of using the online platform

Delivering GREAT webinars – Next Steps:

- Practice
- Practice
- Practice



Resources to help you further
Live practice sessions with GLAD
Peer-to-Peer support and training:
experts among us

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