



Tips for Hosting Successful Teleseminars & Webinars

Speaking Environment

- Have a glass of water at your desk to keep your voice clear throughout the program.
- Turn off any devices that could interrupt you or make noise during the program (e.g. fax machines, cell phones, alarms, etc.) and take steps to eliminate the possibility of anyone walking into the room unexpectedly. We suggest hanging a *Do Not Disturb – Webinar in Progress* sign on the door.
- Do not host your conference from a speakerphone or cell phone. Doing so results in diminished sound quality. Use a headset if possible or your standard telephone handset.
- If you are in a room with another speaker, be sure that you each have separate phone lines. Two or more people sharing a phone can come across as unprofessional due to reduced sound quality, as well as awkwardness such as interruptions.
- Remember that you are always on a full interactive line to the listeners for the duration of the program. Minimize noise from your location, such as ruffling through papers or sipping from a beverage. If you have a headset, it's recommended that you use the mute feature when not lecturing or commenting – to proactively avoid background noise of any kind.

Audience in Listen-only Mode

Throughout the program the audience is in a listen-only mode. They can hear the speakers and moderator, but you cannot hear them. The only exception to this is during the question and answer session, during which time participants can ask questions of the speakers one at a time, as facilitated by the conference operator.

Speak Clearly

Speak clearly and at a comfortable pace. By taking your time and not rushing through your presentation, you make it easier for the audience to comprehend the scope of your presentation.

Take Turns Talking

Simultaneous remarks are almost impossible to understand on the telephone. Avoid interrupting or overlapping with the end of another speaker's remarks when in a group discussion or when responding to participants' questions.

Identify Yourself

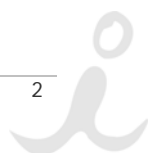
If you are on a panel of speakers, always identify yourself before speaking and more importantly when answering questions during the Q&A Session(s).

Refer to Your Written Materials

Particularly for audio-only conferences, remember that participants can't see what you can see. Regularly reference your location in the written materials (by page number, section heading, or other easy to find location), so that participants can visually follow along.

Polling or Voting

Take advantage of iLinc's polling capabilities, whether through the iLinc interface or over the phone (via touchtone keypad). This is a great way to involve the audience in the program.





A few tips when using polling/voting features:

- List polling questions in your Web presentation (if you have one), so that attendees can see and hear the question.
- Make the questions and answers short and clear. Long, multi-faceted questions and answers are hard to follow and are the most common problem for listeners. Have a colleague review the questions and answers for clarity.
- Use the polling feature throughout the program, rather than presenting them all at once. Also, it's advised that you limit your total number of polling questions to no more than 5.
- Decide ahead of time how you wish to share polling results. You may wish to display or announce them in real-time or wait and disclose result later in the program. Regardless of which method you choose, make sure to have a plan for how to incorporate audience feedback into the flow of the event.

Q & A

A key element of all telephone seminars is Q&A. The iLinc Audio Conferencing feature allows listeners to queue up to ask questions by pressing the "0" and then the "1" key on their touchtone phones. Your iLinc operator will facilitate the Q&A session by giving instructions on how to queue up and introducing the person(s) with the question. This creates a very controlled environment, as only one site is allowed to ask questions at a time, while all other sites remain in listen-only mode. Typically, Q&A sessions are held at the end of events, but keep in mind that you can engage in formal Q&A at anytime, if desired. You could even allow participants to fax or email their questions to the host before or during the call.

Succinct Answers to Audience Questions

Some speakers have a tendency to over-answer audience questions. It is best to keep answers as short as possible and then ask if you have answered the question to the participant's satisfaction. Also, remember to repeat the question, so that the entire group can hear it and to ensure that you correctly heard the question.

Problems

The iLinc staff is always ready to help if a problem arises. If you need help, press the "*" and then "0" key on your touchtone phone. This will connect you to an operator on a private line to resolve the problem. The moderator is always available to provide help live on the call as well. Simply ask for him or her to address the issue live on-the-fly.

Tips for Web Presentations

- Keep a hard copy of your slides, URLs, or any other visual elements on-hand. This way, the program will not need to be interrupted if the Web presentation gets disconnected or delayed.
- Keep your presentation relatively short – typically no more than an hour. Also, be sure to change slides approximately every thirty to sixty seconds to create a smooth pace for the participants to follow.

Check your Computer Connection

It is very important to verify your connectivity prior to hosting or joining a webinar. If you wish to do this now, go to <http://cd.ilinc.com/autotest> and confirm that your connectivity is compatible with the iLinc application. Or, you may wish to contact your IT department and ask them to review the system requirements.

If you have any questions regarding this process or any of these tips, please contact iLinc Support at 800-799-4510.

