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

Get in touch: glad@geant.org