Webcast Presenter Guide

WELCOME TO HCI WEBCASTS!

This guide tells you what to expect. You'll learn about:

- The technical rehearsal
- Best practices so you can crush it on air
- Your deadlines and deliverables

TECHNICAL REHEARSAL

WHAT IS THE TECHNICAL REHEARSAL?

It's a 30-minute Zoom meeting that covers:

- The platform and interface

- Presentation logistics and flow

- Audio and video preferences

- Optional live polling

- Live Q&A

- Any questions you have

Your presentation slide deck is <u>not</u> required.

JOINING THE TECHNICAL REHEARSAL

- Please have the Zoom application installed on your computer: https://zoom.us/download

- Using your computer (<u>*not*</u> your phone) log into Zoom with the link in your calendar invite. Enter the meeting ID and password found there.

- The HCI moderator will let you into the Zoom meeting room.

DECISION #1 : DECIDING WHETHER TO BE ON CAMERA

- The HCI moderator will ask you if you would like to be on camera during your webcast presentation. You have the choice.

- Some presenters like to show their face during the webcast to connect with the audience and personalize the experience.

- You will not be able to see attendees during the live presentation.

DECISION #2 : SELECTING THE BEST AUDIO OPTION

- During the technical rehearsal, the HCI moderator will help you determine which audio option sounds best.

- If it is computer audio with an external microphone (our preferred method) or calling to the Zoom phone numbers with your cell phone or land line, the HCI moderator will run a sound check with you.

- Please replicate the selected settings for the live webcast.

CRUSH IT ON AIR: BEST PRACTICES

THE BEST INTERNET CONNECTIVITY

- We know, we know … it's 2020, and we're asking you to **use a hard-wired ethernet connection**. It's still your best bet.

- If Wi-Fi is your only option, we get it. Just check for a strong connection in advance of the rehearsal.

ADVANCING SLIDES

- The HCI moderator will share control of slide advancement (simply, a mouse) with _one_ other person during the webcast.

- If there are multiple presenters, please decide who'll drive and who'll take the passenger seat.
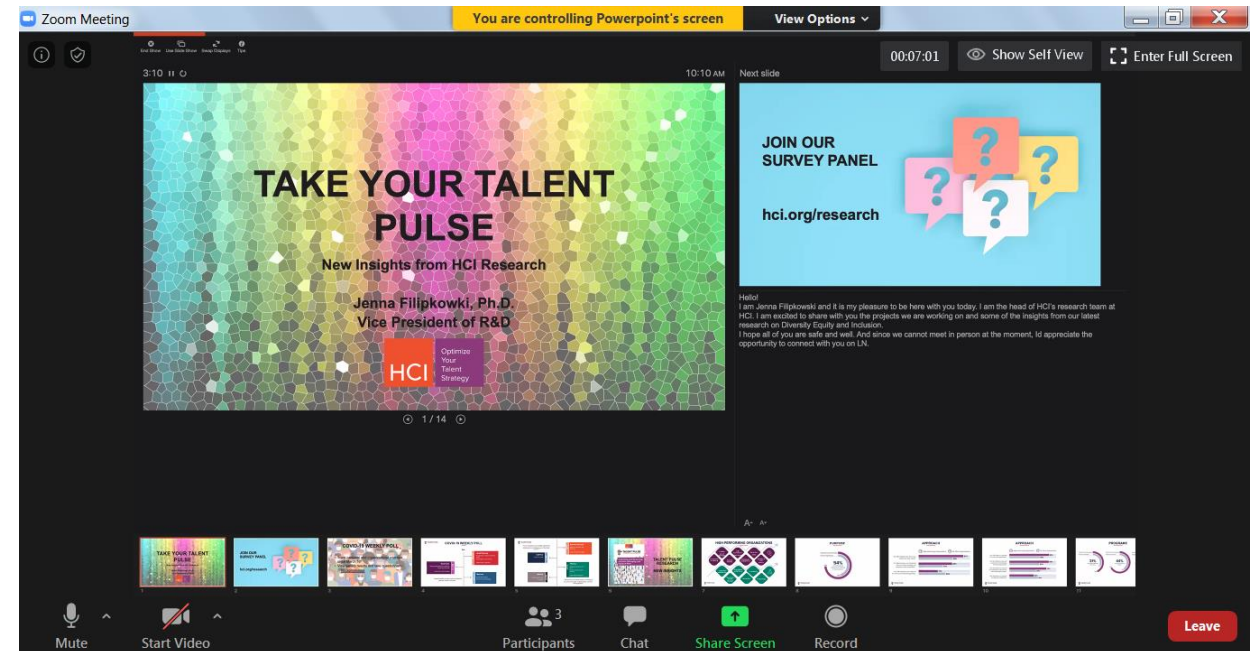
PRESENTATION LENGTH

- Your content should run for **40-55 minutes** of the webcast hour.

- This length allows for attendees to earn 1 SHRM and HRCI credit.

WHAT YOU SEE

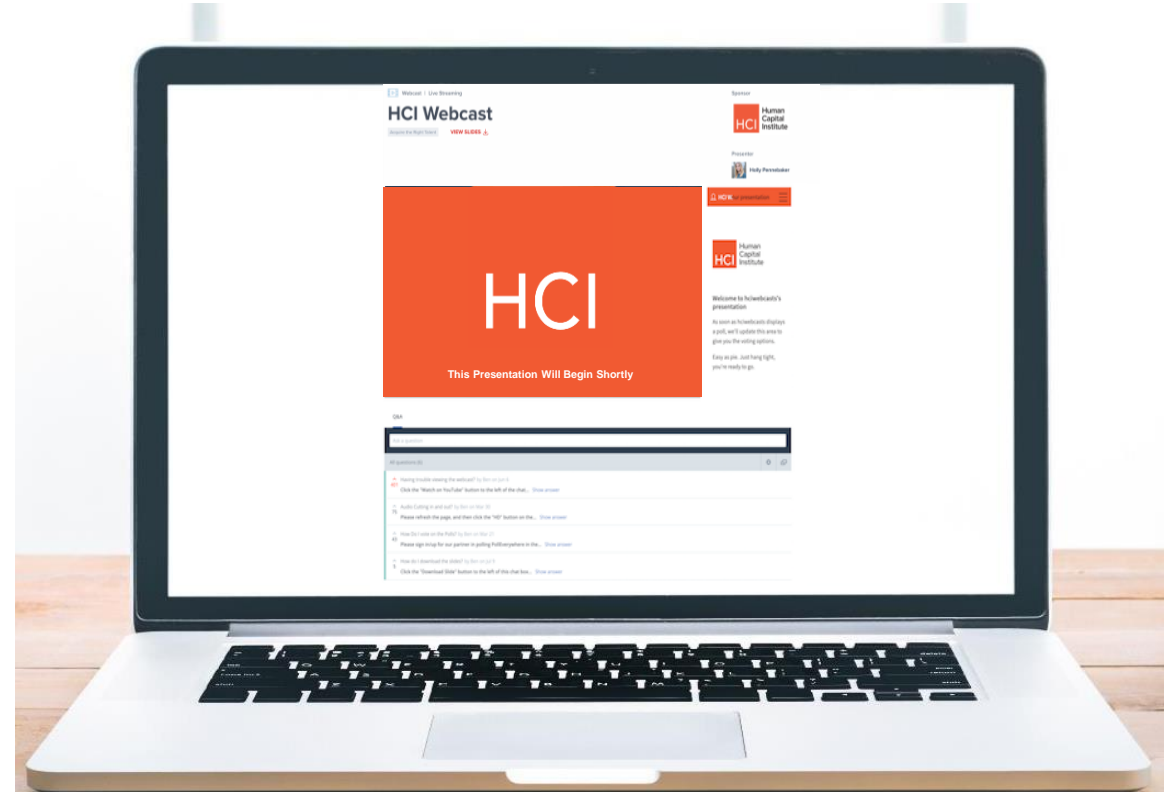Once logged in, you should see the **presenter interface**:

- A black background with a sample slide displayed (*likely not related to your presentation*)

- A row of slides along the bottom

- The next slide showing in the top right corner of your screen

- A "CLICK TO ADD NOTES" section to the bottom right: Use this tool. Notes will feed in accordingly during the broadcast.

The audience will <u>not</u> see the interface or the notes. They will see your face throughout the presentation IF you choose to be on camera.

WHAT THE AUDIENCE SEES AND HEARS

- The audience watches the presentation on an embedded video player on your webcast landing page.

- They listen through their computer speakers.

LIVE POLLING (OPTIONAL)

- Polls are optional and can be used organically to engage attendees and enhance your presentation.

- HCI uses Poll Everywhere for live, real-time audience polling.

- Format Choices:

  - Multiple choice

  - Open-ended

  - Word cloud

HOW POLLS WORK

1. Create a **poll slide** for each polling question, placed where the question will occur in the presentation. (Four polls max, please.)

2. While the poll slide is displayed, the audience will see the **polling widget** right next to the webcast video player, allowing for real-time responses.
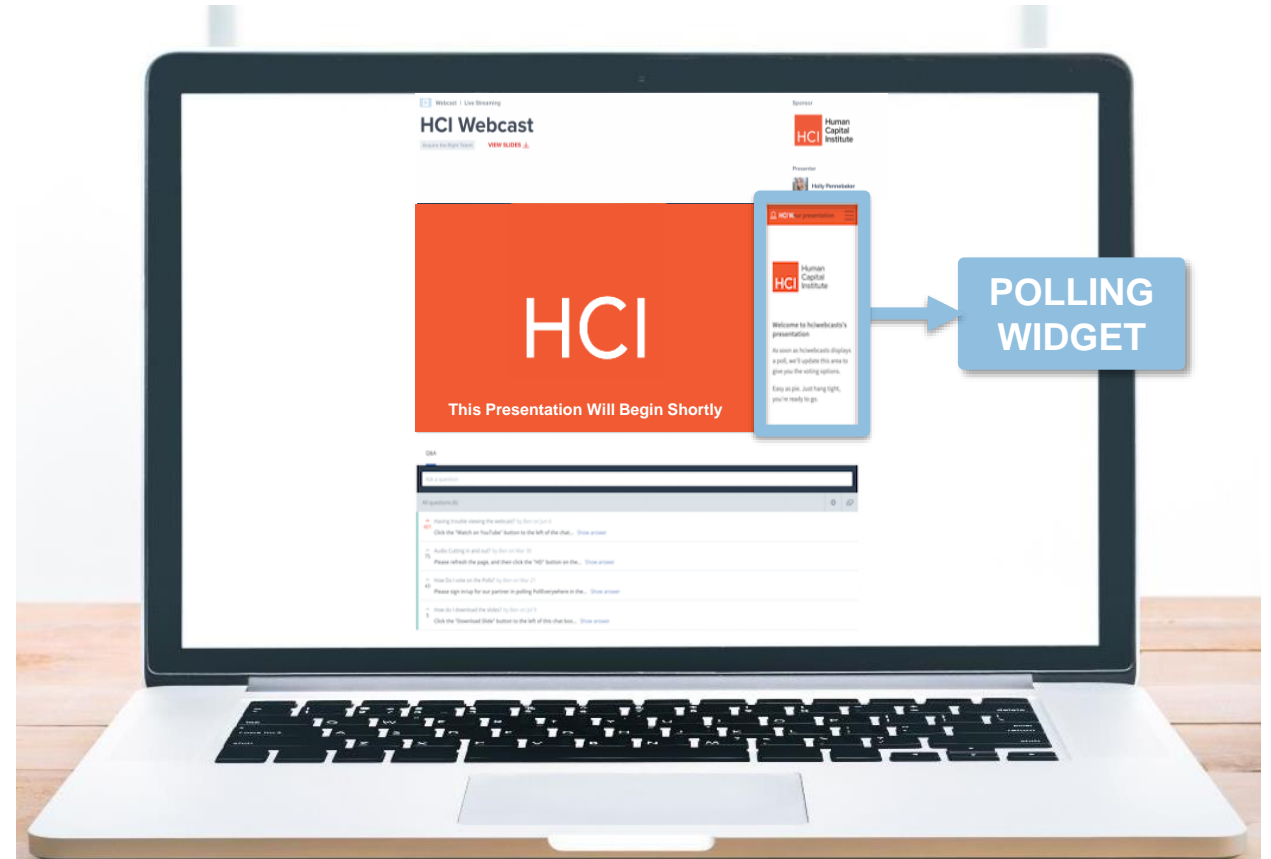
HOW POLLS WORK, CONT.

3. Prompt the audience to answer your polling questions. HCI will display the responses full-screen (as shown under "Format Choices").

4. Spend 20-30 seconds causally reacting to/discussing the results.

   Pro tip: Don't banter, stall, or wait—it is LIVE. Cue HCI to return to the presentation, and we'll exit out of the results screen.
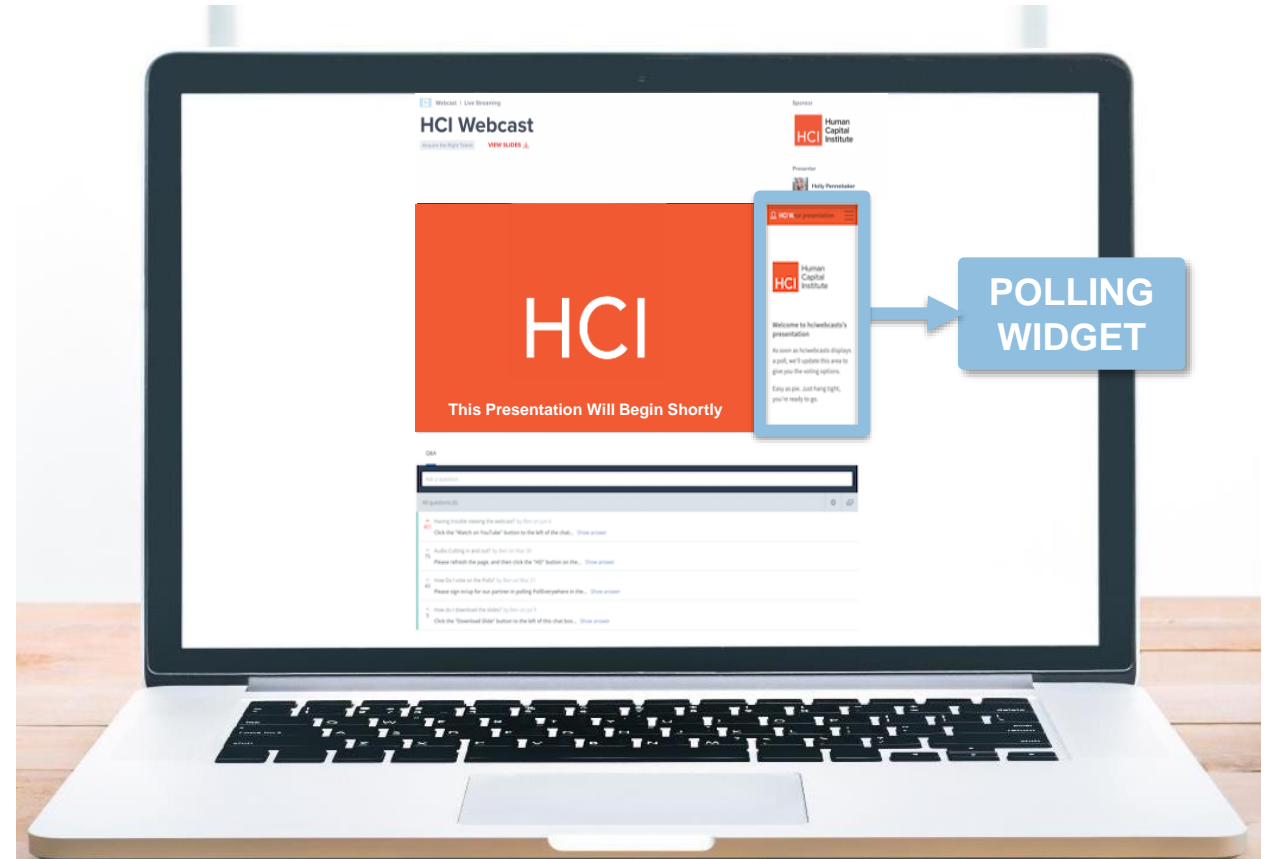
LIVE Q&A

- Live Q&A runs from the end of your presentation to the end of the hour.

- The **Q&A Box** is the widget under the video player. As part of the HCI intro, the moderator instructs attendees to submit questions during the presentation.

- Only HCI's moderator sees this widget. The moderator keeps track of questions as they come in, checking them for relevance, repetition, etc., and ensures they're ready for the Live Q&A.

- External parties _may not_ field questions.
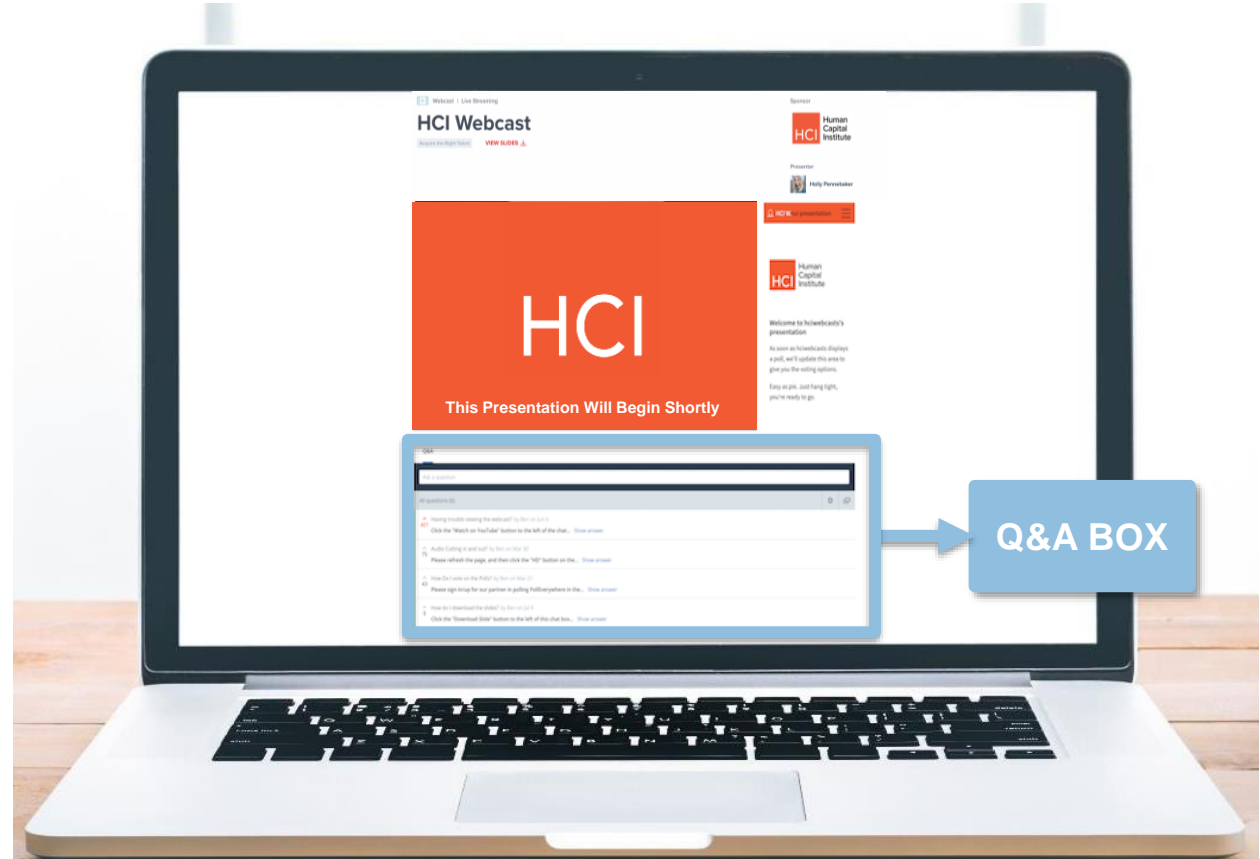
BACK-UP PLANS

What if "this and that" happen? *Don't panic* – *you've got this!*

- **If your audio cuts out:** Jot down the Zoom numbers in the calendar invite. Hang up, dial right back in, and it'll be easy to reconnect since you have the numbers handy.

- **If you lose your internet connection:** Before your webcast, print or save a copy of your slides so you can focus on your content/notes regardless of internet connection.

- **For any other connectivity issues or technical trouble:** Let us know—on air—that you're having trouble. We'll advance your slides for you, per your on-air cues.
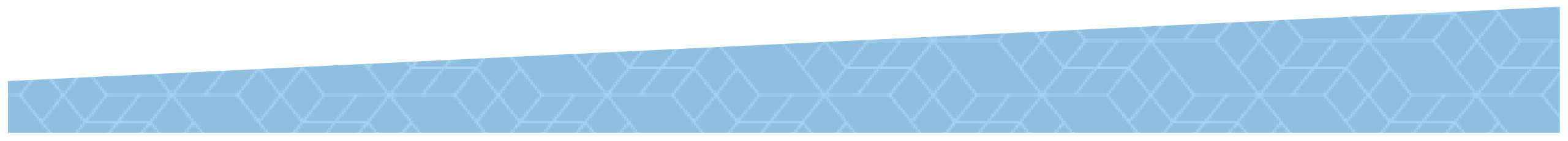
FINAL DELIVERABLES AND DEADLINES

FINAL DELIVERABLE: SLIDE DECK

Formatting the Slide Deck

- You may use the format of your choice.

- Slide size must be 16:9 for widescreen.

- HCI recommends a standard font. Should you prefer a unique font, please send the font file(s) so they can be installed on HCI's system.

Submitting the Slide Deck

- Email webcasts@hci.org with the final slide deck as an attachment. If the file is too larger to attach, then use WeTransfer (free file sharing platform).

- In the body of your email, please include:

  - Five seed questions for the live Q&A, should they be needed

  - Polling information, if applicable

  - Optional: Presenter bio(s) to be read during the on-air introduction

FINAL DEADLINE

- Your presentation deck is due by **noon ET the day before your webcast**.

- No changes or edits will be accepted after the deadline.

THANK YOU!

We look forward to your webcast!

Questions?
please email webcasts@hci.org.

Need more examples?
Check out our upcoming and on-demand webcasts