

"How to Give a Webinar Presentation." Clark, D. *Harvard Business Review*, (2018): Digital article. June 11, 2018.

Why We Chose It

This article focuses on the mechanics of delivering education over the internet. Little has been written in the medical education literature focusing on "how to" give a webinar presentation, despite articles as early as 2010 listing the methodology as "innovative" and "the future of medical education." The author lists several strategies for engaging adult learners.

Main Learning Points

- There is sparse research data on what specific strategies promote learning during webinars, most of it is based on the author's experience. (Aha moment)
- Make use of the camera. People are more engaged when they are looking at a real person than a disembodied voice. Think about how many viewers watch the best TED talks – this is because people want to feel connected with another human being and not a set of slides.
- If you are the presenter, it can be hard to present to a screen – the author states, "imagine a good friend of yours 'on the other end of the line' and pretend your presenting to that person."
- Be mindful of visual aesthetics:
 - Adjust the camera so that it gives a straight-on view of your face when you are talking and maintain eye contact
 - Have a professional-looking backdrop and don't present in front of a window.
 - Wear dark, solid color clothing and minimize accessories, particularly jewelry. Have a colleague take a picture of what the viewer will see and adjust your style to present a professional appearance.
- Rehearse, rehearse, rehearse. Each webinar software is a little different.
 - How to toggle between slides and screen sharing
 - Mute and unmute participants (the author recommends muting all participants to avoid random blasts of noise)
 - How to access questions
 - How to run polls
- How to handle audience participation
 - Use of the "raise hand" function
 - Type questions into the comment box
 - Give a warning, of several minutes, before you dive into the Q&A
 - You may want to have an assistant on hand – so you don't have to multi-task

How these Principles Can Be Applied to CME

- The principles are different from giving a lecture and it would likely be very helpful to have formal and informal faculty development for presenters on giving webinars.
 - Workshop, webinar, peer coaching, one-page guide, tips paper, etc.
- Using a webinar for author(s) to discuss their article (i.e. *Pediatrics in Review*, *NeoReviews*).
- Combining webinars with live events (quality improvement).
- Providing participants with a roadmap of what to expect can be helpful no matter the type of educational activity you are doing.
- Activity is key to maintain engagement.
- People want ways they can 'connect' with the presenter – even when you deliver learning virtually.