



# Design for Non-Designers: How to Create Dynamic Webinar Presentations

In the recent survey I conducted about best practises when presenting online, one concern came through loudly from the 600+ respondents:

*“How do I make a powerful, engaging presentation to an audience I cannot see?”*

In this webinar, the second in a series of three to answer this questions, we explored and demonstrated how non-designers can improve both their presentations and the experience the deliver to their webinar audiences.

As a supplement, this handout provides two things:

One, there is a summary of the key points in the presentation. For a full review, I'd encourage you to watch the recording of the event.

Two, there are links to additional resources that I like. I trust you'll find at least a few of them useful.

To your success with online presentations,

Roger Courville  
Principal  
1080 Group, LLC



## **Design for Non-Designers: How to Design Dynamic Presentations for Webinars**

Designing effective presentations does not require artistry, but it does help to keep three things in mind:

One, assume the audience is multitasking. Most won't be, but if we design to make it easier for those only giving us part of their attention to get our key points, we're much more likely to impact a greater number of them.

Two, keep the presentation flowing and interactive. This doesn't mean you can't stop for Q&A – you



can and should. But remember that the eye notices delta (change), and someone who might have wandered away is more likely to feel like they've missed something if slides are changing more frequently.

Three, think visually to engage visually.

The three principles of this webinar are directional, rather than absolute, statements. This presentation also used a different story structure than the first: principle one being foundational, principle two covering the "building blocks," and principle three acting as a wrap up and transition from designing slides to designing the experience.

#### **More slides, less content**

- *Have one concept per slide.* It's not always possible or practical, but whenever you can, it will make it easier for you to find a relevant visual that is quickly understood by your audience.
- *Put the key point in the slide title.* If we assume your audience is multitasking (they probably are!) this makes it easier for them to follow along. Note, it's nearly impossible if you are making multiple points per slide.
- *Use "road sign" slides to guide the journey.* Don't assume they remember (or even were present) when the agenda was presented. Tell them where you're going, but remind them along the way where you're at.

#### **More visuals, less words**

- *Words:* consider using words as images; test by viewing the slide at a reduced size
- *Language:* use bullets as headlines; move extra text to your speaking notes; remember parallel sentence structure; use incomplete sentences with no periods; turn headlines into active statements
- *Images:* be relevant; be consistent; generally avoid clip art; position for effect using the 'rule of thirds;' face images inward
- *Charts and graphs:* reduce and clarify; focus attention on the important point(s) with contrast or color; put the main point in the slide title
- *Animations:* identify your key concept first; keep builds to a minimum; generally avoid flashy builds; use multiple slides to accomplish the same thing and save time
- *Structure slides:* think "agenda plus;" keep answering "where are we at?"

#### **More experience, less monologue**

Design in periodic activity and demonstrate interactivity early. Even if you're the primary speaker with an agenda to get through, design an experience that includes participation and contribution. And be purposeful about it, plan it, write yourself a reminder. Even plan your 'ad hoc' dialogue if that helps.

One recommendation: using a moderator, co-presenter, or even co-worker behind the scenes to assist will have a huge impact (positively).





Below are a number of links to resources you may find useful as you grow your mastery of presenting online. As I have not used every resource here, this isn't an endorsement, but I trust you'll find some good stuff.

Chart about how to create charts (the example I mentioned in the presentation)

[http://extremepresentation.typepad.com/blog/2006/09/choosing\\_a\\_good.html](http://extremepresentation.typepad.com/blog/2006/09/choosing_a_good.html)

Free alternatives to Photoshop

<http://www.webdesignbooth.com/15-great-and-free-photoshop-alternatives/>

A chart to jumpstart thinking visually

<http://www.thevirtualpresenter.com/?p=113>

100 (legal) sources for free stock images

<http://www.virtualhosting.com/blog/2007/100-legal-sources-for-free-stock-images/>

Example ROI calculator for moving training online

[http://training.cuna.org/trainers/roi\\_calc.html](http://training.cuna.org/trainers/roi_calc.html)

Add a funny image

<http://www.thevirtualpresenter.com/?p=117>



#### **About 1080 Group, LLC**

Roger Courville is a ten-year veteran of web seminars and presentations – from startup to Microsoft to co-founding two companies with partner and industry veteran Scott Driscoll. 1080 Group is a training and consulting firm providing companies with knowledge and skills to better communicate and compete with virtual presentations by teaching trainers, marketers, and salespeople how to design, promote, and deliver innovative web seminars and presentations. Our team has a collective experience that includes hundreds of clients, thousands of web seminars, and more than a million web seminar attendees.

#### **Additional 1080 Group Resources**

[www.webseminartips.com](http://www.webseminartips.com) - one web seminar production tip, twice monthly

[www.theVirtualPresenter.com](http://www.theVirtualPresenter.com) - Roger's blog and book (*The Virtual Presenter's Handbook*)

[www.twitter.com/1080Group](https://twitter.com/1080Group) - Roger on Twitter

[www.webseminartoolkit.com](http://www.webseminartoolkit.com) - tools, templates, and wisdom for web seminar producers

#### **About this Document**

This is a handout for participants in the October 2009 webinar series sponsored by Citrix Online UK. The guest presenter was Roger Courville, Principal at 1080 Group. Its intended use is as a supplement to the content presented that is now available online as a recording, but does not represent a complete summary of the presentation. Links provided in this document were working at the time of its creation but may change over time, and they lead to content publicly available on the web. Please respect the intellectual property rights of those website owners.

