Capture and Sustain Participants’ Attention

Great content in a poorly delivered webinar will result in loss of interest and audience participation. Use these tips to help capture and sustain your participants’ attention:

• Get to the point. Don’t spend excess time thanking them for joining, explaining why they are there, or describing presenters’ credentials. They chose to come to the webinar to learn, so teach them something.

• Make the webinar visually appealing by using unique themes, fonts, and colors. Mix up bullet points with photos or icons. Keep the webinar moving—don’t stay on one slide too long.

• Rehearse your presentation, use participants’ names, and don’t read to your audience. Webinars are different from in-person presentations, and you need to work harder to engage your audience and make them feel like they are connecting with you and other attendees.

Prioritize Active Learning

Give participants opportunities to draw on their prior knowledge in order to deepen their understanding of the content being presented.

• Intersperse interactivity with lecture: Use questioning to prompt participants to tap into what they already know related to the webinar content and practice applying new knowledge.

• Ask meaningful questions that require thought and judgement, not just reaction or regurgitation:
  o Close-ended questions (true-false and multiple choice): Even wrong answers should be fairly plausible—explaining why they are wrong contributes to understanding.
  o Open-ended questions (using the webinar’s chat feature): These can be more complex than close-ended questions, but they should only require short answers.

Use Cases

To bring evaluation concepts to life, present a project case—a self-contained description of a project to which evaluation concepts can be applied. Qualities of a good project case description:

• Very short (can be read or presented in less than one minute)

• Simple, but realistic

• Identifies project’s purpose, context, scope, and audience

• Relevant and relatable to participants

Provide Resource Materials

Provide participants with tools they can use to help them apply what they learn.

• Webinar slides and recording: A PDF version of the slides presented during the webinar and a recording of the live event.

• Webinar handout: Summary of key points, with links to additional resources to extend learning

• Checklist: List of key steps or considerations to aid in execution of an evaluation task

• Template: Directions for how to create a specific type of document, including explanations, definitions, examples, and concrete instructions

• How-To Guides: Guidance for completing a task or process, which may be simple or complex in nature.

Evaluate!

Practice what you preach and evaluate your webinars. See an annotated version of EvaluATE’s webinar feedback survey on the back of this page.
Webinar Feedback Survey

1. How relevant is this webinar’s topic to your work?
   | Not all relevant | Extremely relevant |
   | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

2. How likely are you to use what you learned in this webinar in your work?
   | Not at all likely | Extremely likely |
   | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

3. How confident are you that you can successfully use what you learned in this webinar?
   | Not at all confident | Extremely confident |
   | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

4. What is your opinion of the balance of lecture and interactivity (e.g., polls, chat) in this webinar?
   - Way too much lecture
   - A little too much lecture
   - Good balance between lecture and interactivity
   - A little too much interactivity
   - Way too much interactivity

5. Rate your knowledge of the webinar topic both before the webinar and now, after the webinar.
   | No knowledge | Advanced knowledge |
   | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
   Before the webinar
   After the webinar

6. What is your overall opinion of the quality of this webinar?
   - Poor
   - Fair
   - Good
   - Very Good
   - Excellent

7. If you plan to use something you learned in this webinar, please describe.

8. What aspect of this webinar needs the most improvement? Please explain.

9. What aspect of this webinar was especially good? Please explain.