



Our Ultimate Checklist to Perfecting Your Webinar Presentation

Webinars are a valuable marketing tool that can provide the same level of interaction that you've come to expect from traditional in-person events and seminars. But webinars can be scheduled anywhere, anytime.

Better yet, webinars have proven to be a successful marketing solution for senior living communities. Be prepared and make the most of your upcoming webinar by building rapport and trust and eliminating possible issues.

Choose Your Topic & Create Your Presentation

- Choose a topic that is relevant, interesting, and answers the questions of your ideal target audience. Consider who you'll be talking to, and what items you'll cover. Has this topic been covered before? If so, how can you make your presentation unique and draw people in?
- Set goals for your presentation about what you hope to accomplish and how you will track your success. Having clear goals ahead of time can help you with the design and information included in your presentation, and help you gauge performance.
- Choose days and times that work for everyone involved and have been shown successful in the past. Certain days and times perform better than others and can affect attendance rates and follow up results.
- Complete your presentation. Create an outline to help you stay on track, limit a single topic to each slide, avoid tiny fonts or excessive text, simplify images and avoid too many animations or transitions. The presentation should be clean, branded, professional, and a backdrop to the main focus – you.



2 Set the Stage

- Select a quiet, well-lit room for the webinar. Review background and desk space for any distractions and eliminate them.
- Check your appearance on screen. Dress appropriately. Consider dressing as you would for an in-person meeting. Test your seating area for shadows or harsh lights. Position your camera so it is at eye level or slightly above.
- Test your equipment. Check your microphone, camera, computer power – anything that might cause you issues during the webinar – and square them away beforehand.
- Create a professional environment. Avoid dogs barking, lawn work, and other interruptions by closing windows and doors, sealing out unnecessary noise, putting phones on silent, and even putting up a note for family members if necessary.
- Set up a backup. A moderator is a great option to have for any webinar. They can open up the webinar, introduce the speaker, and handle any questions, issues, or needs along the way.



3 Nail the Presentation

- Be early. Make sure you check into the webinar platform early, monitor attendees arriving, and ensure everything is working properly. Take a few breaths, and mentally prepare for your event.
- Speak clearly, openly, and look directly at the camera as much as possible. Don't forget to relax and let your personality shine through. Try visualizing the audience. It could help you feel more comfortable and respond more naturally.
- Include your audience. Don't talk directly at your audience, and don't forget to listen. Your audience will have questions – make sure to be available and ready to answer them when you can. Provide polling and Q&A times to allow for as much interaction as possible. Make sure you allow for instant access to downloads you mention to ensure the audience gets what they want, when they want it.



4 Follow Up

- Touch base with your audience, post-webinar. The opportunity doesn't end when the webinar does, so make sure to personally reach out to your attendees and give them another opportunity to provide feedback and ask questions.
- Track your success. How did your webinar do? Did you reach the goals that you'd planned for your event? How can you reach more prospects and encourage more conversions next time? What feedback did your audience give you that you can learn from? What mistakes or successes did you experience that you want to avoid or reproduce next time?



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