Webinars
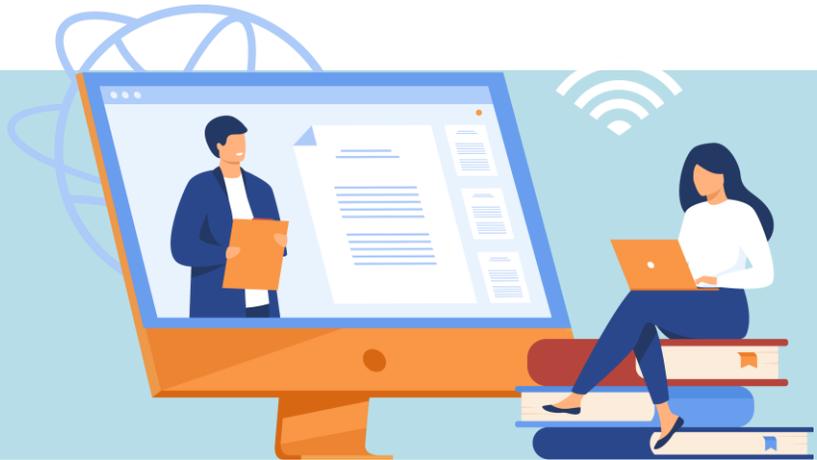
Slidesho.
The presentation agency
— Est. 2008 —

The following are some basic Slidesho tips to help steer you in the right direction when creating your PowerPoint presentation for the purpose of a Webinar:

1. Work from a Template

If you do not have a template set up, a presentation designer can create one for you, or alternatively, you can use one of the many free templates that PowerPoint offers, however, keep in mind that having a template that is on brand is key (see point 4).

2. Do not use too much Text

Images are far more powerful whether you use a diagram, a graph, a hero image or an infographic and remember that 90% of information transmitted to the brain is visual.

3. Use Key Words

This is another technique for avoiding the use of too much text, place your script into the notes section of your presentation so as to ensure that your audience are focussed on what you have to say. The key is to select the key words within each idea you are sharing.

Webinars

4.   Colours & Fonts

Use the correct colours and fonts by referring to your corporate brand guidelines where available. If you do not have brand guidelines, this is where a presentation designer is worth their weight in gold.

5.   Branding

Keep branding top of mind and advertise your logo. This is your time to shine, been seen, heard and remembered.

6.   Animations & Builds

Depending on what platform you are using for the webinar you may, or may not be able to use animations and builds. If your platform doesn't support these functions, we recommend you split the content on your slide to give the illusion that they are animations/builds.

+ Remember that the key to a successful webinar is to make it as enjoyable, interesting, clear, and interactive as possible… after all no one wants a bored audience.