How to Give
Great Webcast
Presentations

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continuing legal education

1 Preparing for your webcast appearance.

The best preparation for appearing on a web cast is simply to know your material and be yourself. Our staff is here to make you look as professional as possible. Together, the result will be a highly professional webcast.

2 Not your typical presentation.

Keep in mind that a webcast is more like a television broadcast than a traditional CLE lecture. You will be in a room without an audience. If you are on a panel, simply have a discussion amongst yourselves. Panel members should bring 5 – 10 questions the moderator can ask. If you are presenting alone, Gary Berger, CLE Production Specialist, will cue you where to look and when to start. In either case, be confident and enthusiastic in your presentation.

3 Have a plan and write out your teaching objectives.

It is essential that you have a firm grasp of what you intend to convey to the audience. If you have clearly defined goals, you are likely to be very successful.

4 Introduce yourself.

We will have biographical information for you, if provided. Please introduce yourself, and any other speakers, at the top of the webcast. We will also provide you with a script for purposes of introducing the program.

5 Explain your presentation.

After the introductions, tell the audience what you are going to present, and what you hope to teach them.

6 Follow the structure of your written materials.

Do not read. However, use the general structure of your outline to present your materials. If you need to deviate from your materials, tell the viewers why.

7 Give practical suggestions.

Your audience wants you to provide practical suggestions and tips. They want answers to problems and information they can immediately apply to their practice.

8 Use examples.

Examples are wonderful teaching tools. Whether it is "real life" or hypothetical, we strongly encourage their use. Examples bring materials to life, and help illustrate key teaching points.

9 Use audio visual materials.

The webcast provides two media windows. One is the audio/video portion of the webcast and the other is a computer feed. You may use this computer feed for your PowerPoint.

10 Timing.

We will start on time because the webcast is live. Please try to end on time; however, if your presentation runs slightly over the allotted time, it will not cause any difficulties. For accreditation purposes, it is important that it at least be 50-minutes long.

11 Practice your presentation.

It will help your timing. You will also get new ideas from your presentation. If yours is a panel discussion, determine with your panel the length of time you wish to spend on each point or question under discussion.

How to Give
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Presentations(cont.)

12 Appearance tips.
Avoid color extremes.
Do not wear a solid white shirt or blouse.
Avoid dark navy or dark green (looks like black) and
ivory or light cream (looks like white).
Blues, greens, or beiges work best.
Avoid small, intense patterns
No herringbones, hound's-tooth checks, or small stripes Larger patterns are fine.
For women
Please avoid noisy bracelets, which can create unwanted background noise.
Also, be mindful of wearing something that will accommodate a lapel mic.

Where do I look when I'm on camera?
You will be presenting to multiple cameras rather than an audience. If you are presenting alone, you will be talking directly to the camera. If your presentation is a panel discussion, simply have a discussion between yourselves. Gary Berger will choose camera angles and zooms as appropriate. He will go over the production aspects before we start, ensuring that you are comfortable, aware, and confident in performing in front of our cameras.

13 Cell Phones, Blackberry's, PDAs, etc.
Because this is a live production, please leave any electronic device outside our studio. We cannot edit or remove un-wanted noises or distractions such as ringing cell phones.

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1 **PowerPoint and other presentations.**

   We can webcast PowerPoints. Please let us know at least one week in advance whether you will be using a PowerPoint.

2 **On the webcast, viewers will see the video screen on the left and the PowerPoint (or other presentation) on the right.**

3 **PowerPoint slides should be easy to read.**

   Remember the main goal of the graphic aid is to assist in learning. Therefore, it must be relatively easy to see, read and comprehend. For the webcasts, be aware that your PowerPoint will appear in a small window at about 30% of the full size. Err on the side of caution by using more slides with less information per slide (in a large typeface) to ensure that viewers will be able to easily read your PowerPoint.

4 **Guidelines regarding text.**

   Text must be large and easy to read. As a general rule, less is better. Font size should be at least 20 pts in PowerPoint. Using sans-serif fonts is recommended. Please avoid decorative fonts, as they tend to be difficult to read.

5 **Maximize the color contrast between text and background.**

6 **Send in your PowerPoint one week before the webcast.**

   It is very important that we get your presentation at least one week beforehand so it can be posted on the website. If you are not providing a PowerPoint, please let us know. Also, please let us know if you are going to have any video as part of your presentation.

7 **No need to bring a laptop.**

   We will have a separate, dedicated Windows compatible laptop for your use during the web cast. If you would like to use your own laptop, it must have a VGA output. Please let us know in advance if you intend to use your own laptop.

While not a requirement,
PowerPoints
can be helpful teaching aids.

Guidelines for
Written Course Materials

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Thank you for contributing your time and expertise to this continuing legal education program. If you are providing materials, the following are some guidelines we hope will be helpful.

1 Materials should be substantive and practical.

- Please submit an article that is pragmatic in nature and constitutes a resource for further reference.
- Your materials should include relevant statutory and case law citations.
- If you use an outline style for your materials, it is important that the outline be a full text discussion and not simply a "word" outline.
- Consider creating and including some of the following types of highly valued teaching aids: checklists, sample documents, annotated documents, charts, timelines, comparison charts, flow charts, sample pleadings, and mini-hypotheticals with answers. Participants love forms!

2 Formatting should enhance usability.

- Please include a table of contents as the first page of your materials.
- Page size formatting should be 8 1/2 by 11 inches. Please, no legal-size pages. This is particularly important if you are submitting your written materials in PDF format.

3 Submitting materials written by someone other than yourself may require your first obtaining permission.

If you include, as part of your submission, material from another author, you are responsible for obtaining copyright clearance (if necessary) before submitting the materials to us. Call us if you have any questions about copyright.

4 Please e-mail your materials to us one week prior to the webcast.

Please e-mail your written materials directly to Jennifer Wynne at JenniferW@okbar.org. We need your written materials in Microsoft Word or PDF format.