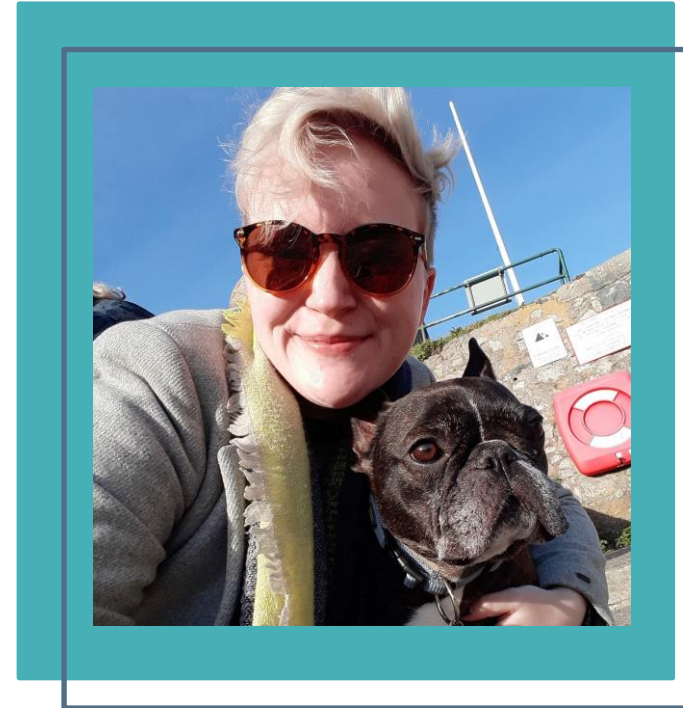


*“You’re on mute!”*

# How to run engaging webinars as a HR professional



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## Today's agenda

1. Advertising webinars and attracting registrants
2. Having a smooth and professional presentation style
3. Keeping webinar audiences engaged
4. What to include in follow up materials
5. Q&A – get your questions ready!



## Poll:

How confident do you feel at running webinars?

How are you running/planning to run webinars?

# 1. Advertising webinars and attracting registrants

- **Topic:** timely, answering questions/worries
- **Social:** scheduling timely posts (2 weeks out, 1 week out, 2 days out)
- **LinkedIn:** creating events and inviting connections; DMs; posting in groups
- **Email:** make use of clients and contacts (regular webinars: create mailing list)
- **Guest speakers:** encourage them to invite their audiences too!





## 2. Having a smooth and professional presentation style

- **Practice call:** ironing out technical issues
- **Music:** testing everyone can tune in
- If something does 'go wrong'... **don't panic!**
- **Introduction:**
  - Using a script
  - Mentioning upcoming webinars



## 2. Having a smooth and professional presentation style

- **Presentation:**
  - Slideshow: minimal info, images
  - Subtle animation
  - Summarise your points, go through them in order, summarise again
  - **Brand colours**, logos, contact info
  - Guest speaker: comfortable presenting own slides? (Practice handover)



### 3. Keeping webinar audiences engaged

- **Asking questions**
  - Ask people to answer in the chat
  - Namecheck!
- **Polls**
  - Helps you tailor focus to the audience
  - Gets attendees thinking
- **Q&A**
  - Addressing question askers by name





## 4. What to include in follow up materials

- Emailing attendees/non-attendees
- Access to webinar recording
- Articles on/related to the topic
- External resources
- Your next webinar!







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# Questions?



**my@toolkit**

**Next webinar:**

**Why social media is  
a HR consultant's  
best friend**



**Hannah Wheater  
Social Media and Digital  
Marketing Executive**