

WHEN WEBINARS

A T T A C K!

Getting from Tedious to Terrific



Laura Solomon

Library Services Manager

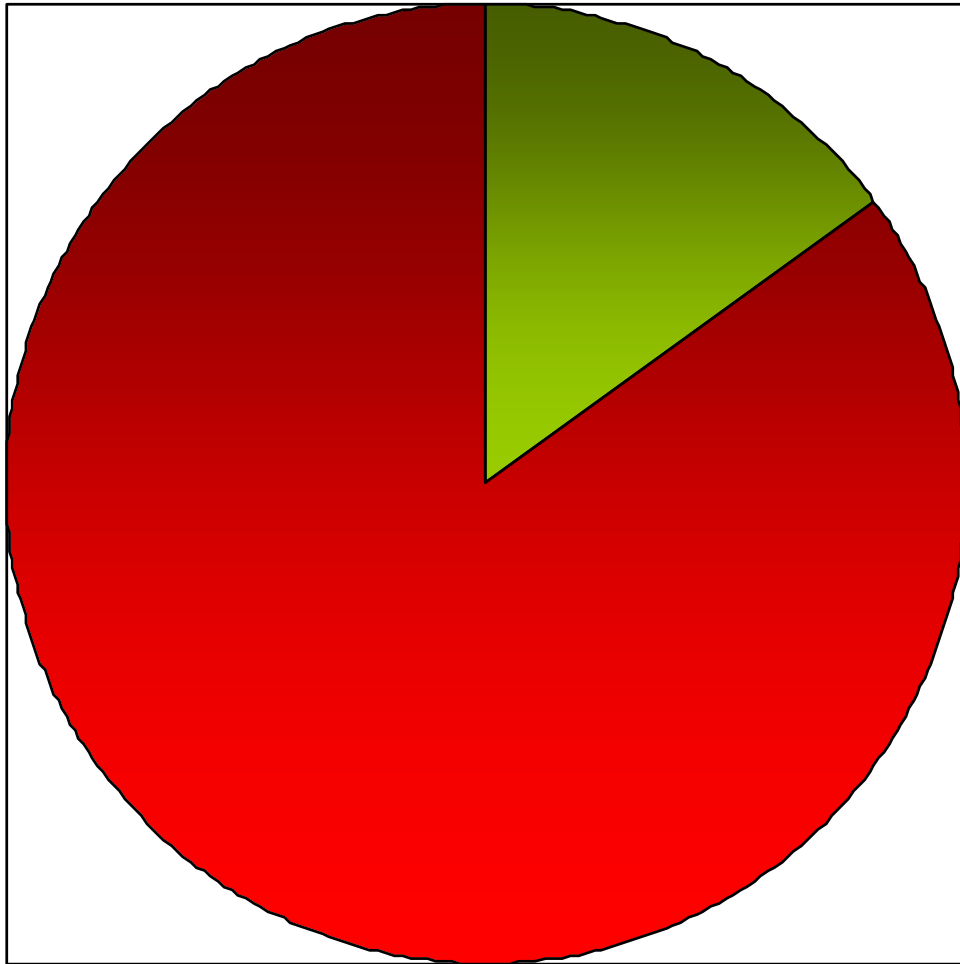
Ohio Public Library Information Network
(OPLIN)

Today's **hashtag** is:

#wwattack



Laura, during most webinars



*Wait..
WHAT??!??*

Leaving is **easy**





*Shoot
me now*

Today's agenda:

- How webinars go bad
- Common problems and effective strategies
- “What does this mean to me, Laura?”
- Tech tips
- Questions



#1: People can't **SEE** you





Who's the presenter?



L.A.U.R.A.
LIFELIKE ARTIFICIAL UNIT
RESPONSIBLE FOR ASSASSINATION

#2: You've only presented **live**



#3: You're a presenting n00b



#4: You don't know the audience



#5 You don't know the destination



<http://www.flickr.com/photos/jayneandd/4450623309/sizes//in/photostream/>

*The
Big
IDEA*



#6: You're boring.



Quick **summary:**

1. They can't see you.
2. You've only presented live.
3. You're a presenting n00b.
4. You don't know the audience.
5. You don't know the destination.
6. You're boring.



Be an **early** bird



Use a **grabber** slide



YOU





Common **pet peeve**:

- Reading verbatim from the slides
- Reading verbatim from the slides
- Reading verbatim from the slides

Are you **this**?



It's not a **race**



S L O W (ER)



Facilitate participation



An open notebook is shown against a solid orange background. The notebook is open to two pages. The right page has the words "Tell" and "Stories" written in a cursive script. "Tell" is in black ink, and "Stories" is in red ink. The left page is blank. The notebook's pages are a light cream color, and the spine is visible in the center.

Tell
Stories

***“The shortest distance
between two people is
a story.”***

--Terrence Gargiulo, President, MAKINGSTORIES.net



USE

MORE

SLIDES

milk pleaz

shaken, not sturred

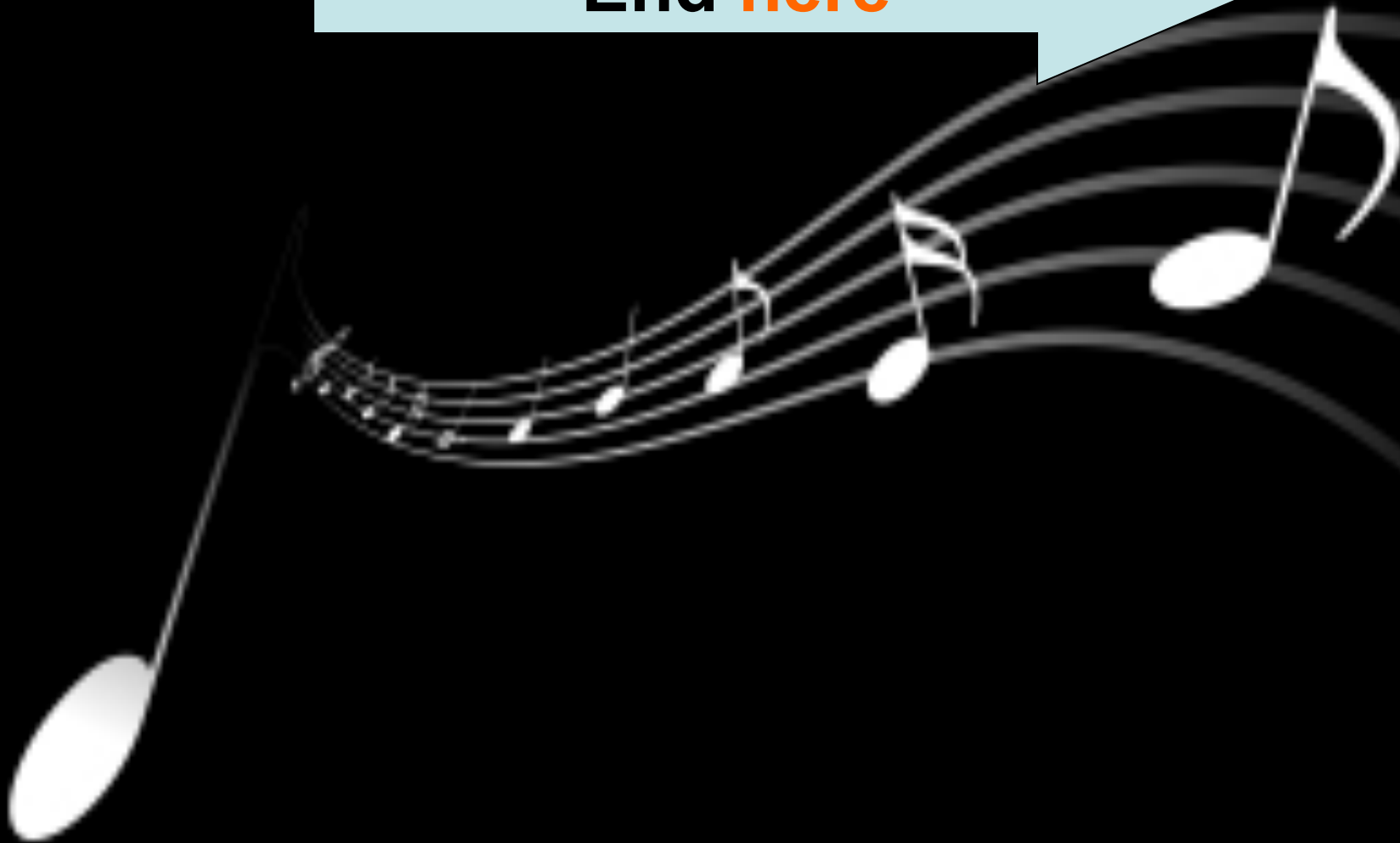
A wooden gallows stands on the left side of the image. It consists of a vertical post and a horizontal crossbar. A rope is tied to the crossbar and hangs down in a loop. The background is a clear blue sky. In the foreground, there is a field of green, scrubby vegetation. In the distance, there are low mountains or hills under a hazy sky.

UMMMM

Before you end:

REVIEW

End here





Answer questions

Tech Tips



TEST

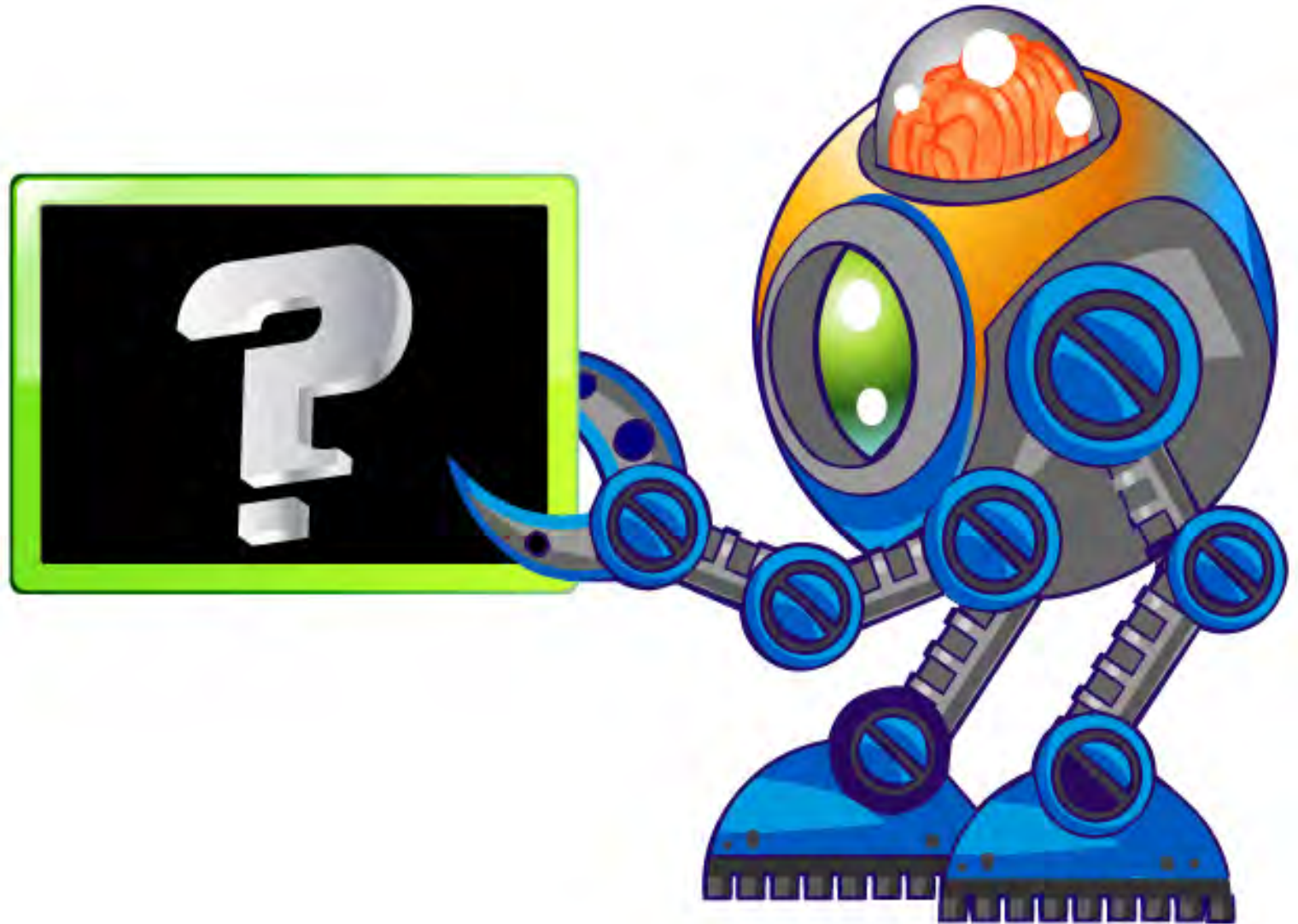


Test the
REAL
thing





“What does this mean to me,
Laura?”



Webinars are **harder**, but
overall the **same**

It's all about
persuasion

It's just another **storytime**



Laura Solomon

(aka “MeanLaura”)



- **Twitter:** @laurasolomon
- **Facebook:** [Facebook.com/laurasolomon](https://www.facebook.com/laurasolomon)
- **Blog:** *What Does This Mean to Me, Laura?*
(<http://www.meanlaura.com>)
- **Email:** laura@oplin.org



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