



WEBINARS WITH A WOW FACTOR: HOW TO PACK A PUNCH IN ONLINE TRAINING

Objectives

- Select three effective opening and closing strategies that work online
- Explore four techniques for delivering interactive webinars
- Evaluate engagement methods so you can see what works and what doesn't right away
- Discover strategies to hook 'em and keep 'em engaged every time

Presented by
Becky Pike Pluth, M.Ed., CSP, MPCT

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THE
BOB PIKE GROUP

Engineer Curiosity

NOTES NOTES NOTES

Becky Pike Pluth, M.Ed., CSP, MPCT



With more than 15 years as a training professional and two training industry best-selling books on the market, Becky Pluth, The Bob Pike Group's President and CEO, doesn't rest on her laurels. "Continuing education, whether formal or informal, is critical for those of us in education!" Becky said.

"And, for many of us in this industry, I think the desire and passion for learning comes naturally."

As proof of her desire to continuously strive for "great," Becky was named one of Training magazine's Top 40 under 40 in 2012.

Becky has more than 17 years of exposure to Bob Pike's Creative Training Techniques® (CTT) and vast experience in cross-functional training design and delivery, project management and business operations. She easily employs a participant-centered approach to classroom training, one-on-one training and blended e-learning. Becky also infused CTT into all of her design and development while working as a corporate trainer for Target Corporation and overseeing the training department at Event Think, a multi-million dollar event management and communications company.

Programs she has particularly enjoyed designing and delivering include Webinars that Work, organizational-change management, systems training, and leadership and team development.

Becky's charismatic personality and facilitation style place participants at ease, and she empowers each learner to leave their training setting and immediately put their insights into action. Sustainable, practical change and strong adult learning principles in practice are her foci.

Becky has helped many Bob Pike Group clients realize cost savings and training efficiencies through utilizing a participant-centered approach. Some Bob Pike Group clients who have consulted with Becky are: Bose, Cisco Systems, Coca-Cola, Hewlett Packard, Intel North America, Interval International, Karl Storz, Kellogg's, Kimberly Clark, Kraft, Medica, Microsoft, Minnesota Education Association, National Park Service, Sepracor, Tampa Electric, Target Corporation, Uline, USA TODAY Education and Wells Fargo.

Becky is a certified K-12 teacher and received her master's degree from St. Mary's University. She is a member of the American Society for Training and Development and the National Speakers Association. She also is the author of the award-winning *101 Movie Clips That Teach And Train* and *Webinars with WoW Factor*.



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Top Takeaways

Soft Openers

Photos: Webinar Facilitator
Producer
Speaker(s)
What's missing in this photo?
Quotes

Puzzles: Wuzzles
Sudoku
Wordsearch
Crossword

Text Chat: Where are you logging in from?
What is one thing you already know about this topic?
What is one expectation you have for this webinar?

Trivia: Topic related
Organization related
Fun facts

Intro to Tools: Screen shots
Polling
Hand clap
Drawing tool
Text Chat



10 Deadly Sins of Webinar

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____



3 Tests of an Opener

1. _____
2. _____
3. _____

Examples:

Wuzzles

Polling

Quote

Pictures

Text Chat

Trivia



3 Tests of a Closer

1. _____
2. _____
3. _____

Examples:

Word Find

Around the World

Team Huddle

Crossword

A-Z Relay

Polling



14 Virtual Engagement (Energizer) Techniques

1. Stand _____
2. Give a _____
3. Use a brain _____
4. _____ in the blanks
5. Play _____
6. _____ second “chat” discussions
7. Plant _____
8. _____ a poll, and then show the poll
9. Ask for a _____
10. Complete an _____
11. Put people in _____
12. Use _____
13. Stand and _____
14. _____ outside and report back



Clues:

questions	music	teaser	Up	stretch
volunteer	humor	look	challenge	pairs
30	assessment	create	fill	



Facilitator Checklist

Before the Session	During the Session	After the Session
<ul style="list-style-type: none"> <input type="checkbox"/> prepare thoroughly <input type="checkbox"/> be familiar with the software <input type="checkbox"/> know your content <input type="checkbox"/> create strong objectives <input type="checkbox"/> prepare to teach in the online medium <input type="checkbox"/> use closers, openers, revisitors and energizers <input type="checkbox"/> have a backup plan <input type="checkbox"/> experience it as a participant <input type="checkbox"/> follow the four Ps – plan, prepare, practice, perform <input type="checkbox"/> select captains or champions for the training <input type="checkbox"/> assess your audience <input type="checkbox"/> create active learning activities <input type="checkbox"/> host a pre e-learning session to make sure trainees know how to log on and be successful with the interface <input type="checkbox"/> schedule class <input type="checkbox"/> send out materials <input type="checkbox"/> send out email invitation with link 	<ul style="list-style-type: none"> <input type="checkbox"/> start and end on time <input type="checkbox"/> open the e-meeting room early <input type="checkbox"/> provide printed handbooks for learners to work in <input type="checkbox"/> give and receive feedback <input type="checkbox"/> correct learners effectively <input type="checkbox"/> allow/plan silence <input type="checkbox"/> problems will arise, be flexible <input type="checkbox"/> keep organized <input type="checkbox"/> engage your audience <input type="checkbox"/> have a subject matter expert (SME) in the room <input type="checkbox"/> have two computers running so you can also log in as a student <input type="checkbox"/> plan for review and reuse <input type="checkbox"/> log on to platform early <input type="checkbox"/> load presentation slides/ handouts <input type="checkbox"/> check URL's & Hyperlinks <input type="checkbox"/> test audio <input type="checkbox"/> test conference bridge (if applicable) <input type="checkbox"/> record (if applicable) 	<ul style="list-style-type: none"> <input type="checkbox"/> follow up with participants on parking lot items <input type="checkbox"/> bridge the content gap with an email or voicemail <input type="checkbox"/> provide IT support for users <input type="checkbox"/> enhance the content and curriculum <input type="checkbox"/> hold a post mortem with key stakeholders to share successes and learnings <input type="checkbox"/> send out follow-up materials <input type="checkbox"/> post Ask-it-Basket questions



Techniques to Use and Lose for Webinars

Do	Don't
<ul style="list-style-type: none"> • Start with an agenda • Provide definitions where appropriate • Pace yourself. Be brisk but don't rush – optimal rate is 100 words per minute • 30 second minimum per slide; 2 minute maximum • Have another presenter logged in to answer text questions • Check in with your audience on pace • Allow your audience to share examples or be • Use the annotation tools • Use polls and feedback tools • Enthusiasm is contagious and so is boredom! • SMILE! – Your audience can hear it in your voice • Print out a copy of your presentation • Have a glass of water • Upload handouts before the event • • 	<ul style="list-style-type: none"> • Use jargon and acronyms – spell it out • Have more than 5 points per slide • Flip through the slides while another presenter is speaking • Skip practicing the annotation, polling and feedback tools • Read from a script • Put your phone on hold • Chew gum or eat • • •

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Upcoming Webinars

For a complete listing of our **2017 public seminars and webinars** go to www.BobPikeGroup.com or call The Bob Pike Group (800) 383-9210

The Bob Pike Group

The Bob Pike Group's Creative Training Techniques™ help people learn twice as much in half the time. Each project is designed from the ground up using activities that have attendees participating in their own learning. These tools allow learners to “catch” what’s being taught while having fun. Participants take ownership of their learning and quickly discover on-the-job applications for their training.

Our participant-centered approach is successful because it focuses on the needs of learners. We understand that attention spans are short, so we routinely capture people’s interests. Even television directors understand this challenge, and they change camera angles every six seconds to keep viewers hooked.

Our techniques, grounded in adult learning theory and brain-based research, create buy-in, enthusiasm, and ultimately change behavior. After all, learning doesn’t occur until behavior changes. Companies large and small work with us to save time and money on training while improving measurable results.

The Bob Pike Group design and training consultants are experts with real-world experience so they know what it’s like to be on the frontlines of industries like technology, healthcare, government, and manufacturing.

We are the industry-leading firm to train your trainers, design your training programs and develop your leaders. Over 300,000 people on five continents have changed the way they train forever because our interactive methods achieve more with less.

If you would like to discuss any training or consulting topic in more detail or you would like more information on The Bob Pike Group’s comprehensive system of performance solutions, please fill out the form or call us at 1-800-383-9210 and ask for one of our Client Solution Directors. We would like to assist you in your on-going personal and professional development goals for your organization.

