

# James A Robertson and Associates Effective Strategic Business Solutions



## Webinar on Webinars For the Professional Speakers Association of Southern Africa



**Dr James Robertson PrEng -- The ERP Doctor**  
Copyright 2013 [James@JamesARobertson.com](mailto:James@JamesARobertson.com)

# Housekeeping



1. Your microphones will be muted during the presentation
2. If there is a really urgent “point of clarification” question please “raise your hand” and use the chat facility
3. Microphones will be made live as required in order to take questions at the end of the session – please put your “hand” (on the console) up
4. We will email you links to a copy of the handouts and a copy of the recording in Drop Box after the presentation
5. A recording of the session – slides with sound – will be uploaded to Drop Box – we will send you links
6. You are welcome to send further questions by email to

[James@JamesARobertson.com](mailto:James@JamesARobertson.com)

# Agenda

## How to run effective Webinars

---



1. The base technology – GoToTraining from Citrix
2. Hardware and environment
3. Marketing
4. Content – the presentation
5. Checklist before starting
6. Delivery
7. Wrapping up
8. Housekeeping after the event

# Agenda

## How to run effective Webinars



- 
1. The base technology – GoToTraining from Citrix

# GoToTraining



*Online Training Made Easy*

[Try It Free](#) or [Buy It Now](#)  
*30-Day GoToTraining Trial* *Buy GoToTraining Online*

## How It Works

Features

[Video Conferencing](#)

[Audio Conferencing](#)

Ways to Use It

[Customer Stories](#)

[Case Studies](#)

[Resources](#)

[Plans & Pricing](#)

## How It Works

GoToTraining online training software lets you hold interactive training sessions with up to 200 people – right from your desk without the need for IT support. Save time and travel costs by moving your training program online.

- Increase revenue with option to charge for training. [▶](#)
- Reach more learners across the globe and reduce travel costs.
- Make tests and materials available online.
- **New!** Enhance training sessions with integrated audio and [video conferencing](#).

# The base technology – GoToMeeting by Citrix



- 
1. Are other products -- this is one of the best
  2. Purchase options
  3. 25 delegate license US\$149 per month – BEWARE of the “corporate offer” -- includes hosting of recordings of presentations so that you can make them available on your website
  4. Paid version includes ability to charge for attendance – needs PayPal and a First National Bank account
  5. There is an initial free trial of 30 days

My Trainings

- Schedule a Training
- Library
- Catalogs
- My Recordings
- Generate Reports
- Settings
- What's New

**HDFaces™ for GoToTraining**

Engage learners with high definition webcam video.  
[Learn about HDFaces.](#)

My Trainings

Schedule a Training

Upcoming Trainings

Past Trainings

Date	Time	Title	Registrants	
Jun 03, 2013	7:00 PM CEST	PSASA Webinar on Webinars -- ...	18	Start
Jun 21, 2013	7:00 AM CEST	The Power of an Executive with a ...	0	Start
Jun 21, 2013	1:00 PM CEST	The Power of an Executive with a ...	0	Start
Jun 21, 2013	7:00 PM CEST	The Power of an Executive with a ...	0	Start
Jul 19, 2013	7:00 AM CEST	What is Precision Configuration --...	0	Start
Jul 19, 2013	1:00 PM CEST	What is Precision Configuration --...	0	Start
Jul 19, 2013	7:00 PM CEST	What is Precision Configuration --...	0	Start
Aug 16, 2013	7:00 AM CEST	Why the CEO MUST be the Cust...	0	Start
Aug 16, 2013	1:00 PM CEST	Why the CEO MUST be the Cust...	0	Start
Aug 16, 2013	7:00 PM CEST	Why the CEO MUST be the Cust...	0	Start

**My Trainings**  
Schedule a Training  
Library  
Catalogs  
My Recordings  
Generate Reports  
Settings  
What's New

---

**HDFaces™ for GoToTraining**  
Engage learners with high definition webcam video.  
[Learn about HDFaces.](#)

My Trainings > Manage Training

## Manage Training for PSASA Webinar on Webinars -- Web based Seminars

[Share](#) [Schedule Similar Training](#) [Cancel Training](#) [Start](#)

### Set Up Your Training

**Title** Edit  
PSASA Webinar on Webinars -- Web based Seminars

**Description**  
James Robertson will deliver a Webinar for PSA members on speaking and presentation techniques and technical tricks and traps to use in presenting web based seminars (webinars)

**Date and Time** Edit  
Mon, Jun 3, 2013 7:00 PM - 8:00 PM CAT  
[Add to Calendar](#)

**Audio** Edit  
Participants can use their computer's microphone and speakers (VoIP).

### Share Your Training

**Invite Your Attendees**  
Registration URL: <https://attendee.gototraining.com/r/2351281776985364736>  
Training ID: 209-700-188  
[Email Registration URL](#) [Copy Training Information](#)

**Registration and Payment Settings** Edit  
Price: Not specified



# Agenda

## How to run effective Webinars

---



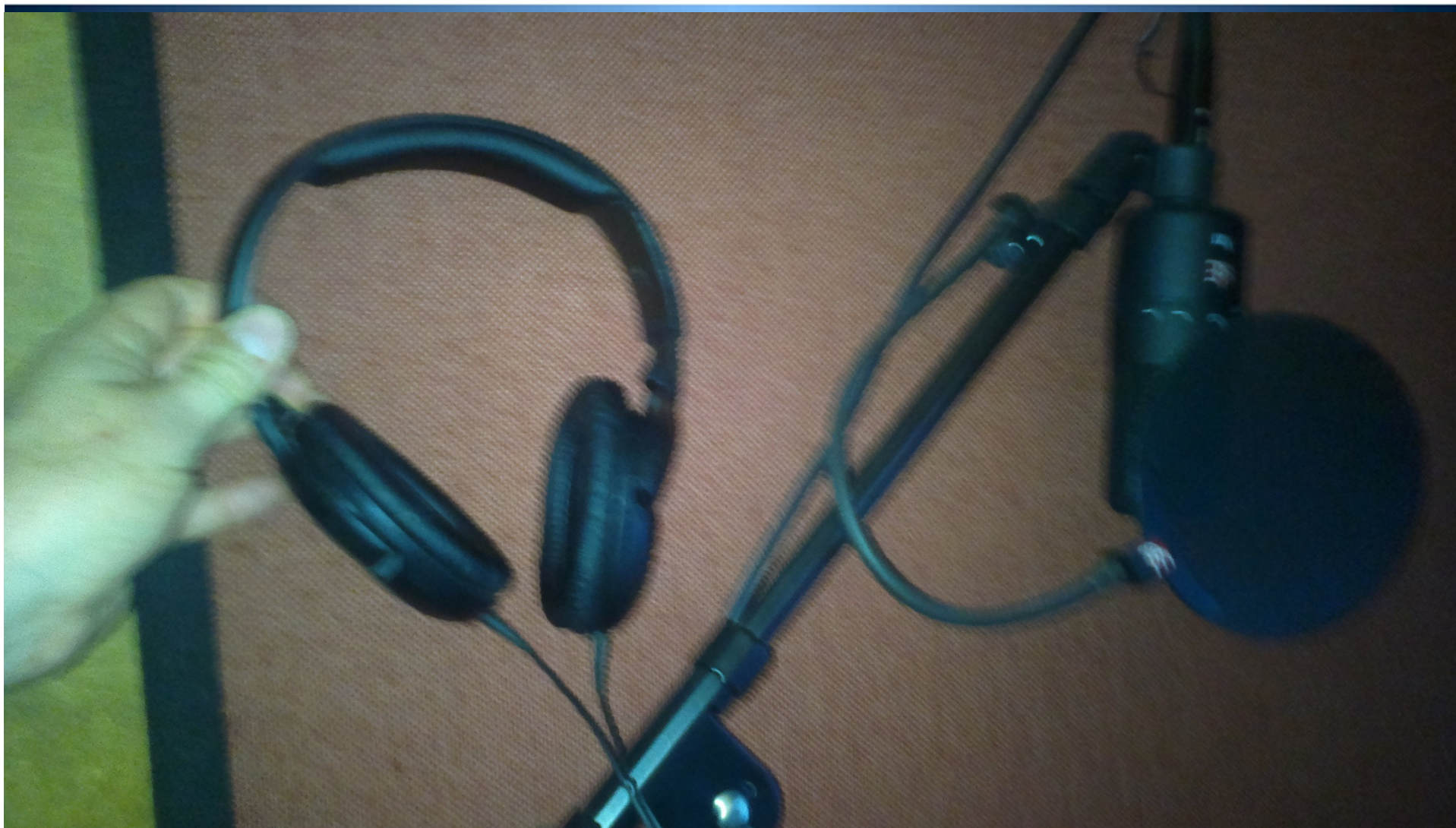
1. The base technology – GoToTraining from Citrix
- 2. Hardware and environment**

# The hardware and the environment

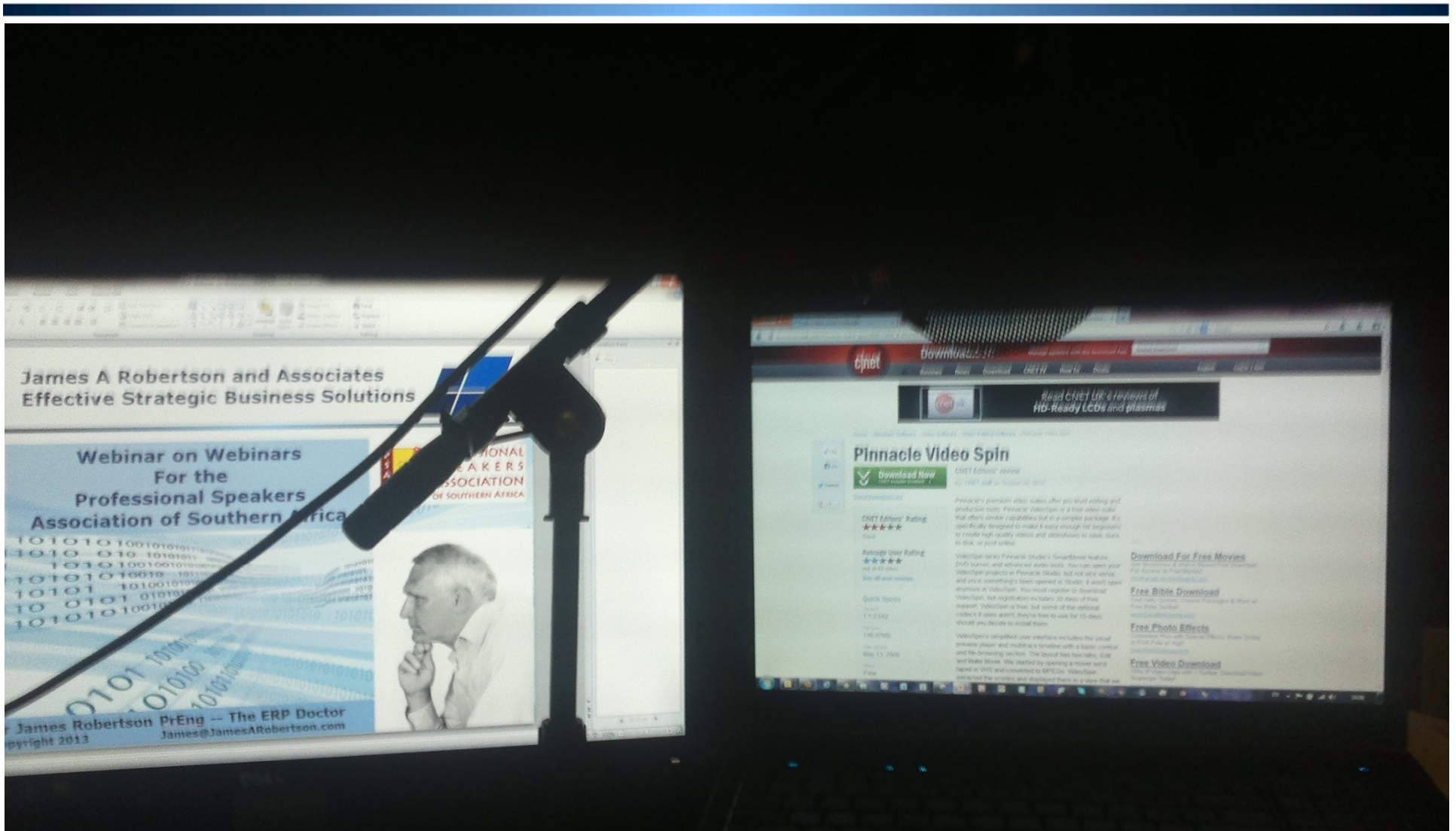


- 
1. May get by with standard microphone and speakers -- preferably at least a good quality USB headset – I use a professional microphone and head phones and a USB mixer
  2. Minimize background noise and echo
  3. Ensure no interruptions
  4. Two screens recommended – control panel on second screen – drag other items off second screen

# The hardware and the environment



# The hardware and the environment



# Agenda

## How to run effective Webinars

---



1. The base technology – GoToTraining from Citrix
2. Hardware and environment
- 3. Marketing**

# Marketing



1. Email marketing to your mailing list / newsletter
2. Email marketing to your LinkedIn Contacts -- download
3. Rent a mailing list – e.g. Analogue Marketing -- [tony@interactivedirect.co.za](mailto:tony@interactivedirect.co.za)
4. Direct invite works best, few people click on links in a newsletter
5. Backup with a newsletter
6. Pricing – range from free to whatever you think will fly – US\$50 seems to work
7. Can have different discount codes, variable pricing
8. “On-line Presentation” or “On-line seminar” seems to work better than “Webinar” depending on your audience
9. Time of day – early morning or late afternoon work best – can do multiple times for different time zones

# Agenda

## How to run effective Webinars

---



1. The base technology – GoToTraining from Citrix
2. Hardware and environment
3. Marketing
- 4. Content – the presentation**

# Content – the Presentation



1. Photo on opening slide
2. This is NOT a video conference – COULD use GoToMeeting for a more interactive effect?
3. Preferably use screen shots rather than live demonstration of software, etc
4. Remember they cannot see you – voice, **silence**, pace are vital
5. I find fast paced is best – keep them following you – I have gone as high as 85 slides in an hour – with fast moving screen shots, etc
6. Use animation to pace yourself and add life – quick reveal of bullets – I think that word slides are hard to avoid if you are giving a technical presentation
7. Watch the bottom edge of the slide – gets lost – tune line spacing



# Agenda

## How to run effective Webinars

---



1. The base technology – GoToTraining from Citrix
2. Hardware and environment
3. Marketing
4. Content – the presentation
- 5. Checklists before starting**

# Checklists



- 
1. Easy to get flustered when about to start – checklists help
  2. Marketing checklist
  3. Set-up checklist
  4. Delivery checklist
  5. First time do a couple of dry runs with a friend
  6. Listen to the recordings

# Marketing checklist



- 
1. First notice about one month before
  2. Newsletter about two weeks before
  3. Notice of Webinar on selected LinkedIn Groups about two weeks before
  4. Including own groups and Tweet
  5. Webinar email to StratNews subscribers – about TEN days before
  6. Notice of Webinar on LinkedIn updates every morning and evening for about one week before
  7. Email people I have been talking to personally to remind them – about one week before
  8. Other?

# Set-up checklist

## 15 minutes BEFORE session

### Print this out

---



1. Reboot computer and modem
2. Comfort break
3. Glass of water
4. 3G card on standby
5. Shut down all unnecessary applications
6. Open spreadsheets and presentation
7. Fan off, printer off, dining room door closed, music down
8. Cell phone on silent
9. Make sure that CI2 is plugged in and lights are on; phantom Red
10. Position microphone
11. Login to GoToTraining AT LEAST TEN MINUTES AHEAD
12. Download list of delegates
13. Save version WITHOUT these notes
14. Close ALL other windows
15. Check microphone and earphones are working
16. Watch off where can see
17. Deep breaths

# Delivery checklist – DURING session -- print this out

---



1. Watch off and visible
2. Display screen without Task Bar
3. Control Panel on right hand screen
4. Attendee list open
5. Cursor hovering over RECORD
6. RECORD ON
7. Watch for hands up
8. Watch for chat
  
9. STOP RECORDING
10. Process recording and upload – take dashes out of file name
11. Upload list into Group Mail
12. Email slides and book and link

# Agenda

## How to run effective Webinars

---



1. The base technology – GoToTraining from Citrix
2. Hardware and environment
3. Marketing
4. Content – the presentation
5. Checklists before starting
- 6. Delivery**

# Delivery



1. Remember to start recording – I start early – too easy to forget if leave to last minute
2. Speak clearly into the microphone
3. Do NOT panic if you lose connectivity – keep talking, the software generally DOES reconnect, worst case exit GoToTraining and reconnect, even worse – reboot KEEP CALM
4. I mute delegates else get feedback and distracting noise
5. Watch for questions on control panel – I tend NOT to take questions – challenge is what do the other delegates do – there is too much to cause them to drift away and very hard to get them back
6. Fast pace, use silence, change pitch and tone of voice – this is a VOICE presentation
7. Do NOT panic if you lose delegates

# Delivery -- examples





# Control panel

The image shows a web conferencing control panel overlaid on a spreadsheet. The spreadsheet has a column header 'K' and several empty rows. The control panel includes the following sections:

- Screen Sharing:** Shows 'ON AIR' and 'Showing screen'. It has buttons for 'Show My Screen', 'Stop Showing Screen', 'Give Keyboard & Mouse', and 'Change Presenter'. A 'Start Recording' button is also present, with '304.2 GB remaining' and a 'Settings' link.
- Dashboard:** A section with a plus sign and a close button.
- Audience View:** Shows '100%' and a close button. Below it is a thumbnail of a webinar slide titled 'Webinar on Webinars For the Professional Speakers Association of Southern Africa' by Dr. James Robertson.
- Attendee List:** Shows '(1 | Max 26)' and a dropdown menu set to 'NAMES - ALPHABETICALLY'. The list contains one entry: 'James Robertson (Organi...'. Below the list are buttons for 'Mute All', 'Unmute All', 'All', and 'Invite Others'.
- Audio:** Shows 'Mic & Speakers' with a 'Settings' link and an 'Edit' dropdown. It includes a microphone icon and a speaker icon with volume bars.
- Webcam:** Shows a close button and a partial view of a webcam icon.

A red callout box with a close button is positioned over the spreadsheet, containing the text 'Invite People!' and 'Click Invite Others button.' with a red arrow pointing to the 'Invite Others' button in the control panel.

# What is strategy?



Tactics – Doing things right →



Strategy – Doing the right things →

# An **ENGINEERING** approach to strategy



**Engineers do NOT design bridges to stand up**



**They design bridges NOT to fall down**



# What is NOT an engineering approach?



# Agenda

## How to run effective Webinars

---



1. The base technology – GoToTraining from Citrix
2. Hardware and environment
3. Marketing
4. Content – the presentation
5. Checklist before starting
6. Delivery
- 7. Wrapping up**

# Wrapping up



- 
1. Leave time for questions
  2. I Unmute microphones if there is not too much background noise
  3. May get into quite detailed discussion – remember there are OTHER delegates
  4. Can ask that delegate to wait until have taken questions from the other delegates
  5. Go round each delegate and ask for last questions or feedback before signing off
  6. Can leave recording on but may need to edit before uploading
  7. Clear close then end the session



# Agenda

## How to run effective Webinars

---

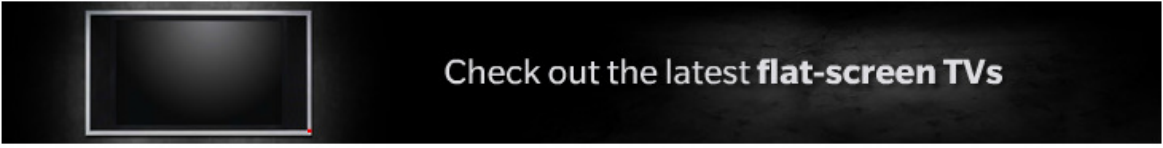


1. The base technology – GoToTraining from Citrix
2. Hardware and environment
3. Marketing
4. Content – the presentation
5. Checklist before starting
6. Delivery
7. Wrapping up
- 8. Housekeeping after the event**

# Housekeeping



1. Compress the video – automatically after end of session or there is an option to run the compression software separately
2. May need to trim off start and end sections of video – Pinnacle Video Spin is free – else any other video editing software
3. Upload to GoToTraining website – can link from your webpage
4. To upload to YouTube need to cut into segments of not more than 15 minutes approximately
5. Can put in Drop Box for delegates to download if required
6. Add delegates to newsletter mailing list
7. Lessons learned



Home > Windows Software > Video Software > Video Editing Software > Pinnacle Video Spin

92 Like Tweet +1

# Pinnacle Video Spin

Download Now CNET Installer Enabled

## CNET Editors' review

by: CNET staff on October 04, 2012

[Direct Download Link](#)

CNET Editors' Rating: ★★★★★ Good

Average User Rating: ★★★★★ out of 63 votes See all user reviews

Quick Specs Version: 1.1.2.542 File size: 148.97MB Date added: May 13, 2008 Price:

Pinnacle's premium video suites offer pro-level editing and production tools. Pinnacle VideoSpin is a free video suite that offers similar capabilities but in a simpler package. It's specifically designed to make it easy enough for beginners to create high-quality videos and slideshows to save, burn to disk, or post online.

VideoSpin lacks Pinnacle Studio's SmartMovie feature, DVD burner, and advanced audio tools. You can open your VideoSpin projects in Pinnacle Studio, but not vice versa, and once something's been opened in Studio, it won't open anymore in VideoSpin. You must register to download VideoSpin, but registration includes 30 days of free support. VideoSpin is free, but some of the optional codecs it uses aren't; they're free to use for 15 days, should you decide to install them.

VideoSpin's simplified user interface includes the usual preview player and multitrack timeline with a basic control and file-browsing section. The layout has two tabs, Edit and Make Movie. We started by opening a movie we'd taped in VHS and converted to MPEGs. VideoSpin

### Ads

Download For Free Movies Get Showtimes & Watch Movies Free Download For Access to Free Movies! FilmFanatic.MyWebSearch.com

Free Bible Download Find Daily Quotes, Choose Passages & More w/ Free Bible Toolbar! www.DailyBibleGuide.com

Free Photo Effects Customize Pics with Special Effects Share Online or Print Free w/ App! Free.PhotoFriendzy.com

Free Video Download 100s of Video Clips with 1 Toolbar. Download Video Sources Today!

# Summing Up



- 
1. Fairly easy to do
  2. Like all things the marketing is the challenge – NO marketing NO delegates
  3. Distinct presentation style – exercise your voice
  4. Need to hold your audience
  5. A neat way of generating some base level revenue IF you have the content and delivery to warrant the fee
  6. Can on-sell the recordings off your website

**If you do not act within 48 hours you probably never will**  
**Act TODAY!** 😊



What is your single most important insight from this presentation?

What is the single most practical action that you can take tomorrow to apply strategic (right thing / essence thinking more effectively)?



# Questions?

We will email you a Drop Box link to the hand-outs and recording of this presentation



*"To Him who by wisdom made the heavens, for His mercy endures forever;"*

**Dr James Robertson PrEng – The ERP Doctor -- Mobile: +27-(0)83-251-6644**

**[www.James-A-Robertson-and-Associates.com](http://www.James-A-Robertson-and-Associates.com)**

**[James@JamesARobertson.com](mailto:James@JamesARobertson.com)**

**LinkedIn: <http://uk.Linkedin.com/in/DrJamesARobertsonERPDoctor>**

***Assisting clients to thrive through the effective application of IT and ERP  
– high value, high reliability solutions***