

6 Tips

for your webinar preparation



//Tips

The better the preparation, the more successful the webinar

1 Timing

Think about the best time of day and day of the week for your target group to make time for a webinar. Send out your invitations by email around four weeks in advance and a reminder three days before the date and on the day of the webinar.

2 Duration

A webinar should not last longer than two hours, otherwise attention wanes. It is best to do a test run with all the slides and your texts and time it. Allow enough time for questions at the end. If the webinar is longer than two hours, plan a break.

3 Technology

Check that the technology works before you start. Would you like a message box or a chat to be displayed during your webinar? Surveys or polls are also possible. Discuss this in advance so that the technical infrastructure is in place in good time.

4 Presentation

If you are using a PowerPoint presentation, leave a blank space on all slides (in the same place) so that your face can be displayed there while you are speaking. Check that the font on the slides is large enough for smaller monitors.

5 Performance

Choose a quiet room and look directly into the camera while you are speaking. Avoid clattering jewellery and wear clothes that are neither white nor black and not heavily patterned. Some still water should be available on a soft surface.

6 Service

If you would like to make the video available on demand afterwards, this is a great service. In this case, avoid using time references in your presentation from the outset.

Your contact partner



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