

TIPS FOR THE WEBINAR HOST

Conducts the meeting and troubleshoots any technical difficulties

- ☑ **Start on time** – Attendees are giving you an hour of their time. Don't waste it.
- ☑ **Prepare** – Make sure you are organized and not shuffling through papers and slides.
- ☑ **Hook them quickly** – Tell participants what will be covered and how it can help.
- ☑ **Have questions ready for the Q&A** – Prepare backup questions in case the audience is not as engaged as you anticipated.
- ☑ **Know that things might go wrong** – Send your presentation to other members of your team and save your presentation on a USB drive, in case you lose connection.

TIPS FOR THE WEBINAR PRESENTER

Delivers the material with confidence and ease

- ☑ **Write a script** – Create a road map for your presentation with speaker notes.
- ☑ **Don't be afraid to go off script** – You will need to elaborate so your audience can understand.
- ☑ **Practise your presentation** – You want to sound confident, like you know the content like the back of your hand.
- ☑ **Plan for interaction** – Encourage your audience to participate by asking questions throughout the presentation.

For more ideas on how advisors can grow their business, visit sunlife.ca/advisorbestpractices

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