Best Practice Tips for Presenters

WorkCast | workcast.com | events@workcast.com

Welcome

WorkCast is proud to provide a best-in-class service that enables our partners to bring together every possible online event in a single, easy to use platform. If you're reading this, that means you're ready to present some engaging content to your target audience – and we're here to help!

Read on for tips on creating media, engaging with your audience using WorkCast's best-in-class functionality, and more.

Questions?

For technical assistance, contact your WorkCast Event Coordinator via events@workcast.com. Please reach out to your webinar host / organizer for information directly related to the event you are participating in.

Slides

Slides Best Practice

Use Color Well – You don't know the set up of the viewers computer, their screen quality or resolution. Avoid colors that could contrast, clash or be restrictive for viewers.

Avoid Small Content – The slides are not being broadcast onto a wall mounted projector screen. Viewers may be watching on a laptop or mobile device, so avoid fonts or images that are very small and may be hard to see.

Include Videos – Include videos into your presentations but set them to autoplay when you click onto the slide. If it is a short video, set it to loop. MP4 is the recommended file format.

Slides Best Practice

Embed Your Content – Don't reference external content on the web. Embed your videos, images, fonts etc.

Choose Your Fonts – If you are using a custom font, then embed it into your presentation. PowerPoint will otherwise fall back to the nearest font family.

Use Animations, But Sparingly – Include animations in your PowerPoint, but only to add to your presentation. Don't let the need to move through builds in the slide detract from your content.

Confirm Your Slide Aspect Ratio – Choose from either 16x9 (widescreen) or 4x3 for your slides. Discuss with the webinar host which slide ratio they prefer.

Media

Media Preparation

Media refers to the content that will be streamed out during your live event. It therefore consists of both PowerPoint slides and pre-recorded video content.

The WorkCast Platform includes our unique support of PowerPoint slides. This means the Platform replicates your slides as you intended them, including embedded video, animations and transitions, with no compromise in quality.

Your PowerPoint media is streamed via PowerPoint viewer so that all of your branded content, animations and videos play smoothly.

These elements may include:

Slides
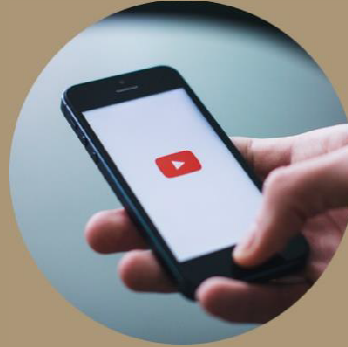
Videos

Webcam

Animations

Screen Share

Optimizing Video Playback

One of the key features of the WorkCast Platform is the ability to run videos, animations and builds within PowerPoint.

The Platform ensures that any videos embedded in PowerPoints are able to play correctly within events by identifying videos in the slides upon upload and re-encoding these to optimum streaming settings ready for use.

We recommend video content be in mp4 format, optimized for online playback.

Optimizing Video Playback

For production quality videos, we advise the following settings:

- Video no more than **750 kbps**
- Mp4 h.264 using profile **"Baseline"**
- Video frame rate **25 (FPS)**
- Audio no more than **128 kbps**
- **AAC audio profile**
- Audio Sample Rate **44100 / 48000**

Media Transfer

Send to Webinar Host / Organizer – We recommend sending the final media to the webinar host at least two working days prior to the event. Some organizers will request a draft version of the media prior to a rehearsal.

Using a Transfer Service – PowerPoint slides can be too big for email; you can use an internal file transfer service or utilize a free cloud-based service like WeTransfer to send your final media to the webinar host. Ensure that the media download is set to open access (no login required).

Keep the Webinar Host Informed – Notify the webinar host of any large video files in your slide deck, and how they should be played back. Inform the organizers if videos should be muted or unmuted.

Things to bear in mind…

Keep your presentation duration in mind; on-average presenters get 15-20 minutes to present.

Presenting with other speakers? Engage with the webinar host to see what they are presenting on to build synergy and avoid unnecessary repetition.

Ensure you have a copy of your presentation notes on hand – you won't be able to see these in the WorkCast Studio.

Engagement

Audience Engagement

Engagement is often the difference between a great event and mediocre one.

The WorkCast Platform's support for video and media embedded within slides, means that from the onset, you can design content that engages much more effectively.

On top of this, there are many interactive ways to get your audience focusing and interacting with you! Polls, Chat, Moderated Questions and Post-Event Surveys are a great starting point.

Documents and links are easily attached to drive continued traffic to your content.

Audience View

The audience connects to the branded **WorkCast Auditorium**. They can watch the event live, submit questions to the speakers or engage in audience chat, get technical assistance and more.
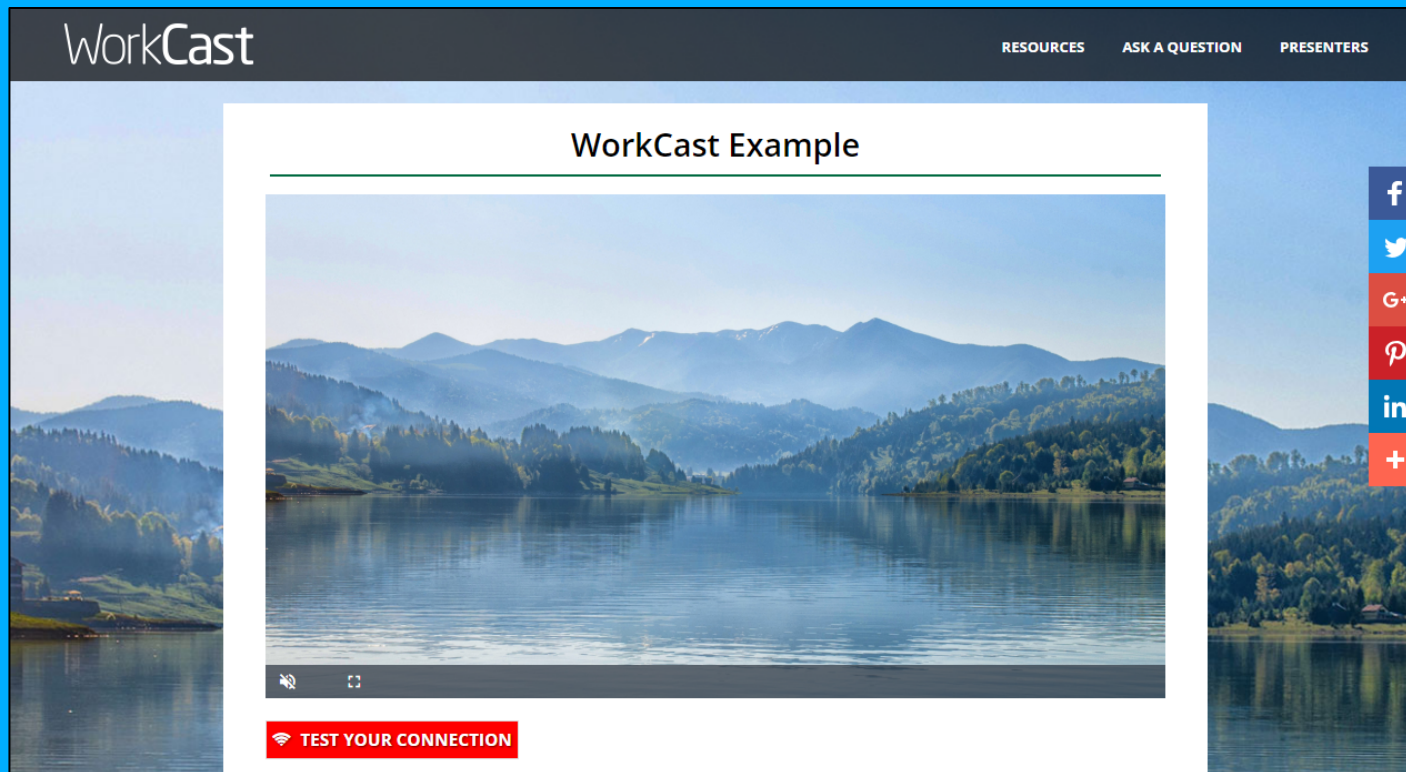
- Download related documents from the resources tab

- Polls appear as new 'pop up' windows in the center of the page.

- Surveys appear as a new page when the event concludes. Direct audience members to a WorkCast generated survey page or use a third party survey like SurveyMonkey to get additional feedback.

6 Tips for Great Audience Engagement!

1

Prepare seed questions for the live question and answer question

2

Provide downloadable reference documents to the audience

3

Add links to your website, video channels etc. to the Resources Tab

4

Engage the audience with content related poll questions

5

Generate leads with a 'Do you want to learn more' style poll question

6

Gather feedback with a post-event survey

Connectivity

Connectivity

The WorkCast Studio works across all major platforms, in all major browsers, using standard web-based technologies. Great news! There are NO WorkCast downloads or plugins!

As with most websites, there are certain browser options that must be enabled to allow full functionality and we're no exception. In order to enable our full-feature, rich-viewing and interactive experience, JavaScript must be enabled.

Cookie support is an added bonus to help enrich the experience but is not an essential.

Presenter View

Presenters connect to the **WorkCast Studio**, where they can view/interact with the presentation slides, chat with other presenters, engage with the audience and more.

Bandwidth Considerations

When using the **WorkCast Studio**:

- A wired connection is best. If using a wireless connection, make sure its secure and not experiencing high traffic.

- We recommend using a business-class high-speed internet topping 50+ Mbps, both download and upload.

- You may need additional bandwidth if you're using the in-platform microphone connection, a webcam or screen share.

Browser Requirements

Know you are on a strict work network?

Provide the following information to your network admin team to ensure a great presentation experience.

Make sure your network has www.workcast.com whitelisted.

Browser requirement summary:

Feature	Requirement	Comment
WorkCast downloads and plugins	NONE	There are no WorkCast downloads or plugins
Secured Content	Firewall TCP Port 443	
Unsecured Content	Firewall TCP Port 80	
Javascript	Enabled	
Cookies	Optionally enabled	Enriches the experience

http://insite.workcast.com/technical-webinar-event-requirements-simplified

Stream Requirements

Know you are on a strict work network?

Provide the following information to your network admin team to ensure a great presentation experience.

Make sure your network has www.workcast.com whitelisted.

Stream requirement summary:

Stream Format	Firewall TCP Ports (inbound and outbound)	Comments
rtmp (real time messaging protocol)	Any of the following: 1935 443 80	NOTE: rtmp traffic must also be allowed through the firewall.
rtmpt (rtmp tunnelling)	80 443	Failover to bypass corporate traffic filtering if rtmp fails.
HLS (HTTP live streaming)	80 443	
Mpeg-dash (dynamic adaptive streaming over HTTP)	80 443	

http://insite.workcast.com/technical-webinar-event-requirements-simplified

Common Connection Issues

The following are some of the more common connection issues we see:

- Presenters are connected to their work network using a VPN. *Turn off VPN to ensure a stable connection to the WorkCast Platform*

- Presenters are using an out-of-date browser. *Switch to a modern browser like Chrome (recommended), Firefox, Safari or Edge*

- Can't connect or the connection keeps dropping. *Ensure you are on a dedicated network with plenty of bandwidth and your network has www.workcast.com whitelisted*

Audio

Audio
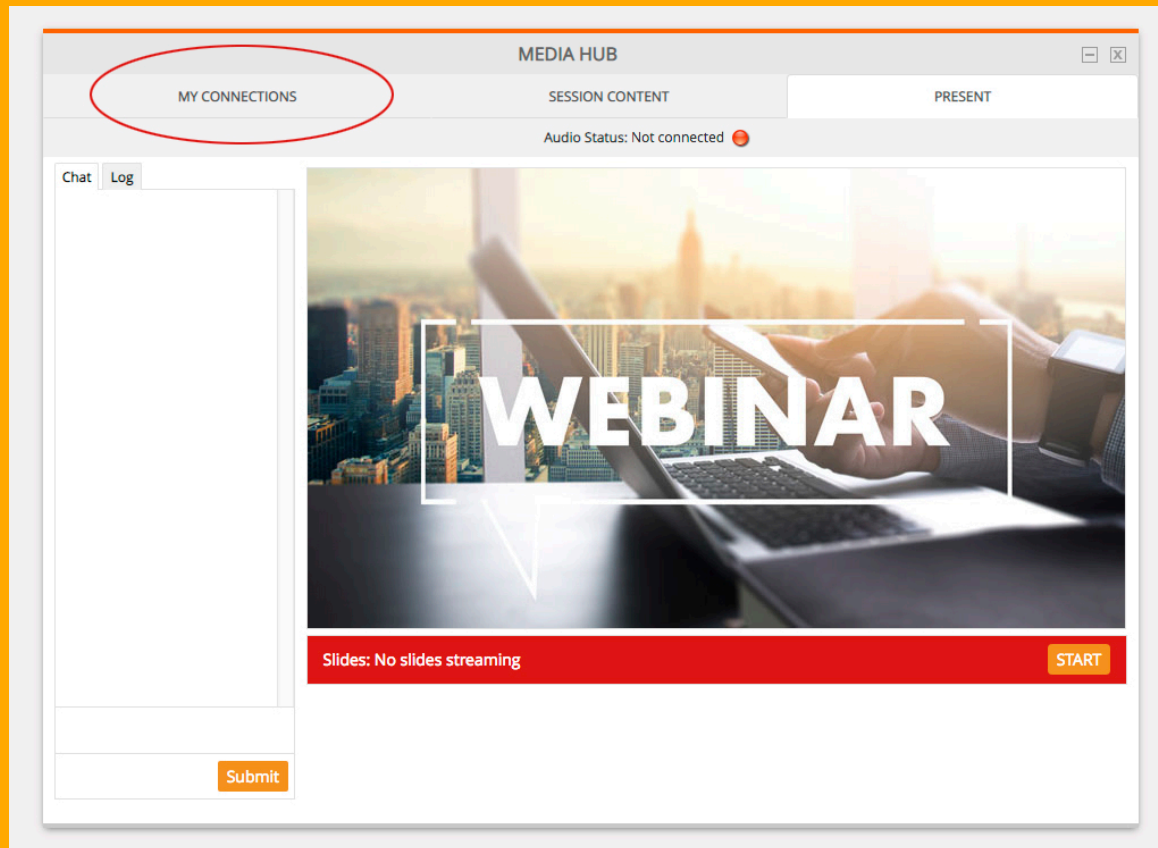
In order to provide the best possible experience for presenters, we are able to allow them to connect to the presentation from anywhere in the world, using either a telephone connection or microphone on their computer.

It is possible to have a mix of these options within a single event with presenters, using either option, being able to hear and speak to each other.
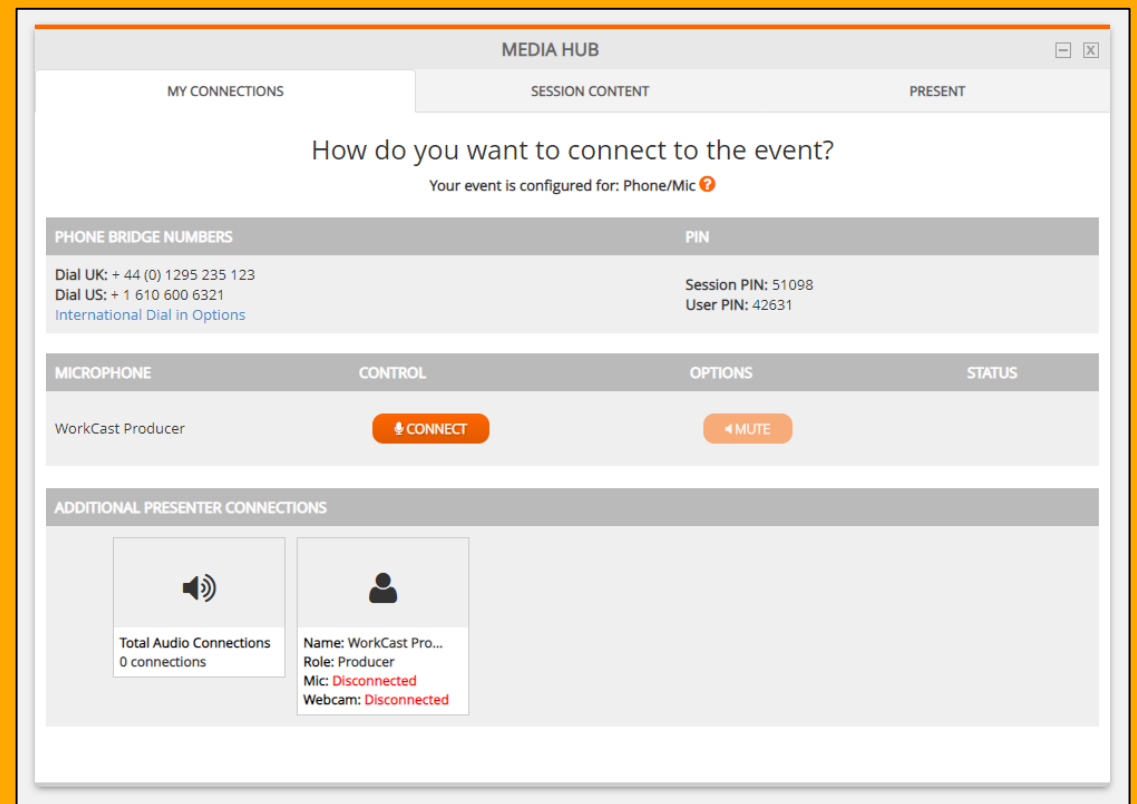
Depending which presentation type has been configured during the event setup stage can depend on which options display for presenters to connect to the event.

My Connections – Slides Only Event

To connect to the audio, click on the My Connections tab in the Media Hub. Dial into the provided phone line or click 'Connect' on the microphone control.

My Connections – Slides & Webcam Events

Presenters can connect their webcam with audio or dial in to the phone bridge or just connect their microphone only.

My Connections – Slides & Screenshare Events

Presenters can share their screen and connect to audio via dial in to the phone bridge or their microphone.

Connecting with a Telephone

All events are set up with a presenter dial in number. This allows presenters to dial into the event from any global location. US and UK numbers are provided as standard and others are available at:

http://insite.workcast.com/international-numbers

Once the event is broadcasting live to the audience, any audio from the phone is broadcast out to the audience, along with the slide content.

Your personal dial in details can be found in the My Connections tab inside the Media Hub Pod.

Connecting with a Microphone

In addition to presenters being able to provide audio for the event, using their telephone, they can alternatively use the microphone on their computer.

Once in the Studio, go to the My Connections Pod. To connect your microphone, simply click "Connect" and your browser will choose your local device.

You may need to change your local settings in order to select the correct microphone on your computer.

Helpful Tip: Those earbuds you got with your smartphone can provide the same great quality as a set of production headphones. Test them before going live!

User Beware: Other applications running on your machine might be controlling your microphone, which could cause an issue with your microphone connecting to the WorkCast platform. Ensure other microphone using applications (e.g. Skype, Meeting applications, etc) are turned off.

3 Tips to Quality Audio

1
Use a headset or handset

2
Be in a controlled environment with no background noise

3
Mute all other audio devices (cell phones, pc, etc.)

Practice

Practice

Participating in a live event can be stressful enough, but with practice, you can cut down on risk, boost confidence and give a fantastic presentation!

Review your Presentation

The first step to giving a great presentation is to circle back and re-review your slides. It's very common to find mistakes, even after proofing the script and slides when you first created!

Revisit your animation workflow

- Do your animations draw in the audience without making the slide to busy?
- Have you placed animations in a consistent manner throughout the presentation?
- Does having to click through animations throw you or the speaker, off your rhythm?

The most important thing to remember, using PowerPoint, is to keep it simple!

Practice your Presentation

A couple of days before the event, run through the script as you would when presenting.

Use this time to polish the script and verify that the dialogue flows effortlessly!

And finally, test the software! Think back to how many cloud-based meetings and conference calls you've attended that have been delayed because of connection issues of firewall permissions. WorkCast recommends logging into the Studio to do a full test of your slides.

Helpful Tip: All presenters are provided login details prior to a live event. These login details are active from the moment you get them, so you can log in early!

Log into the WorkCast Platform and:

1 Make sure you can connect okay and move through the slides

2 Check for formatting errors and verify all graphs display as intended

3 Make sure all animations, transitions and videos play as expected

Event Day

Before the Event

Have Backups – WorkCast offers an incredibly stable platform, but it never hurts to prepare for the worst. Have a copy of your slides on-hand to reference, should you get disconnected from the WorkCast Studio.

The moderator and other presenters can help move your slides in a pinch. Have a secondary audio connection (phone, microphone etc.) available just in case

Have Contact Info – Make sure you can get ahold of the webinar host, should anything happen.

Do a Restart – It never hurts to do a full restart of your computer a few hours before the event, in case there are any pending downloads or updates that might force a restart during the event!

Before the Event

Secure the Room – If you are using a conference or breakout room, make sure to book it with plenty of overlap before and after the event's scheduled duration.

It's quite common for a presenter to be late because a co-workers meeting ran over!

Control the Bandwidth – Presenting from home? Make sure nobody is doing massive downloads or using a lot of bandwidth for video streaming.

The Media Hub

Slides are presented to the audience using the Media Hub, located in the **WorkCast Studio**

Helpful Tip: When the arrow keys are green, your computer has control of the slides – this means you can use your keyboard arrow keys to move the slide!
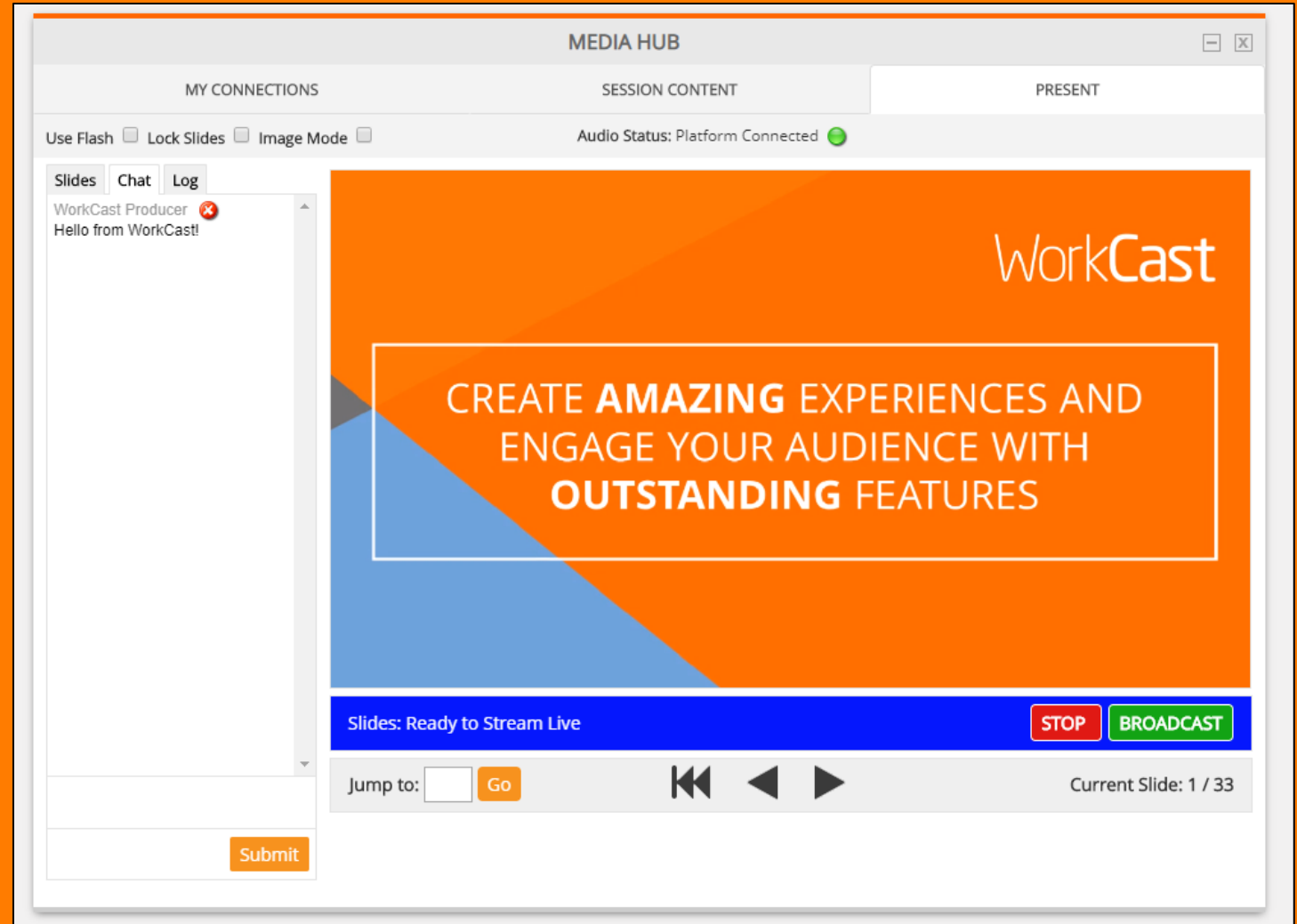
Sample Live Event Timeline

Pre-Call ➤ Intro ➤ Presentation ➤ Q&A ➤ Outro ➤ Post-Call

- **Pre-Call** – WorkCast technical support recommends all presenters log in **30 minutes prior** to broadcast to review the agenda, ensure strong connectivity and conduct sound tests.

- **Live** – The standard event runs for 60 minutes, with approximately 45-50 minutes of presentation content followed by 5-10 minutes of Q&A.

- **Q&A Session** – The audience submits questions via a text-based interface located on the WorkCast Auditorium. The moderator vets these questions and asks the applicable ones to the speakers directly during the Q&A session.

Event Day

You've created and practiced the content. Now it's time to share it with an engaged audience!

Grab your notes, log-in to the WorkCast Platform, and get excited!

Troubleshooting

Troubleshooting

The WorkCast Platform works across all major platforms, in all major browsers, using standard web-based technologies.

But, technology is still technology – try the tips found on the next few pages should you encounter any issues.

You can find a fantastic range of user guides and information on the WorkCast learning portal found at:
https://insite.workcast.com

For technical assistance, please contact our team at:
events@workcast.com

Can't Login?

If you are having trouble logging into the event, try the below tips:

- Refresh or open a new browser
- Usernames and Passwords are case sensitive. Re-enter the data or copy/paste it into the form field
- If you get a message that says "No event session ID specified", please copy and paste the access link back into your browser
- Try a different browser within your computer; sometimes a plugin or add-on will interfere with your connection to the WorkCast Studio

Bad Connection?

If you are having trouble connecting or experience a connection drop try these tips:

- Refresh or open a new browser
- Try a different browser within your computer; sometimes a plugin or add-on will interfere with your connection to the WorkCast Studio
- Don't connect to the WorkCast Studio using a VPN (Virtual Private Network) or mobile hotspot
- Make sure your companies network has www.workcast.com whitelisted
- Run an online speed test to verify bandwidth

Live Event Disconnects

Disconnected from the Studio?

You're still on the audio bridge! Proceed through the presentation and log back in when able

Disconnected from the audio?

You're still connected to the WorkCast Studio. Let the team know via presenter chat you disconnected and re-connect when able

We have your back!

A disconnect is rare, but if it does happen the moderating team will keep the audience engaged while the technical support team will help you get back in.

Questions?

Reach out to your webinar host / organizer for further information

For technical assistance, please contact your WorkCast Event Coordinator via events@workcast.com