

Pluth, B. (2012) *5 Creative design techniques for results producing webinars* retrieved from

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Becky Pluth is the speaker at this webinar and the author of the book *Webinars with Wow Factor Tips Tricks and Interactive Activities for interactive Training*. The webinar is fast paced with continuous interaction and engagement providing the facilitator with the opportunity to model how it can be done. After the initial discussion on interaction and how it can be achieved Pluth goes on to discuss the deadly sins of webinars and finishes by providing advice on how to close webinars.

The webinar starts with a quick introduction to where the tools are that will be used during the webinar and how the chat option will be used. There is continuous interaction as the speaker requests participants to vote or comment on the various methods she has used, why she used them and how the participants could adapt them in their own practise. The discussion on the deadly sins of webinars is generated based on those Pluth has identified in her book. The suggestions provided by participants as to how they can be overcome are recorded on text chat and could form valuable guidelines. Dealing with the topic of closing webinars Pluth continues to engage the participants and provides further suggestions for effective closing.

There is no indication as to the number of people who attended the live broadcast of this webinar, however reviewing the number of comments and replies posted during the broadcast it would appear that there was a significant number logged in. Pluth is experienced in dealing with the large number of replies but acknowledges that she has two other people who are assisting her during the broadcast. She is upbeat and encouraging throughout referring to those who replied by name and expanding further on the point being made in the comment. Her suggestions for interaction and engagement have purpose and she mentions that interactions should not be there just for the sake of it, they should be linking to other content that will follow. This webinar is a good example of how interaction and engagement are achieved. It went well with the exception of the discussion on deadly sins where the speaker decided without warning to switch on her web cam and mention her book. The comments on text chat indicated that those on a low download speed were starting to experience technical difficulties. There may have been an agreement with Adobe

that she could mention her book beforehand but the blatant plug together with switching on the web cam detracted from what was up to that point a smooth running webinar. All the areas discussed throughout the webinar provided practical advice though there were some technical difficulties at the end when participants were asked to complete an evaluation proving that no matter how experienced the presenter or stable the technology there's always a need to plan for the unexpected.