

Adobe Connect (2010) *Best Practices for webinars Creating Effective Web Events with Adobe Connect* San Jose, California: Molay, K.

In this white paper Ken Molay provides best practice guidelines for webinars. He begins by suggesting that there is a need to balance perspectives and proposes the most important tip is to approach the webinar from the audience's perspectives. The paper discusses the how best to prepare for the webinar as well as presentation tips. Molay provides suggestions for effective use of the Adobe Connect platform and concludes with items that should be considered when the webinar has taken place.

The author has significant experience in webinar delivery and approaches the white paper by providing tips and guidelines for all types of webinars not just those specifically designed for training purposes. The guidelines start with a discussion on the need to be aware of the audience's perspectives advocating that although the objectives of the webinar will dictate the content the audience's perspectives will inform the framing and presentation of the content so that it is interesting for them. Molay takes the reader through the topics of how to build attendance, preparing the webinar, presentation tips, working with the adobe connect platform and post event considerations. Each topic is discussed using a number of headings and provides practical advice and guidelines.

Although this paper was written for the Adobe Connect platform the advice and suggestions are applicable to all webinars regardless of the technology used. Molay does not go into specifics regarding content design or the level of interaction that is required to ensure engaging and effective webinars. Content design is referred to briefly under the topic of presentation tips and his suggestions on slide design follow that given by Clarke and Kwinn. He also advocates the use of subtle animations to focus attention as suggested by Mayer. An aspect that I had not previously considered is what should happen after the event. The need to ensure that all questions raised are followed up and any promised supplementary material is sent out within the time agreed are important aspects that add to the reliability of the technology as a method of delivery.