



## Webinars Pocketbook (Paperback)

By Stella Collins, Andy Lancaster

MANAGEMENT POCKETBOOKS, United Kingdom, 2015. Paperback. Condition: New. Language: English . Brand New Book. Engaging your audience and holding their attention is the principal focus of the Webinars Pocketbook. It will show you how to design, set-up and deliver internet-based meetings, presentations and training workshops that harness technology for maximum impact and effectiveness. The pocketbook begins by describing the different webinar tools available - such as web cams, polls, messaging windows, whiteboards and breakout rooms - and how and when they can be employed to your advantage. It then goes on to explain how you need to adapt your communication style and method of delivery to suit the virtual environment, including making good use of attractive visuals to support your message. An explanation of how to gain participant buy-in, several case studies, a troubleshooting section (problems and solutions) and the authors top 21 tips for successful webinars end the pocketbook on a practical note. Virtually the best advice there is!.



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