

# 10 Secrets of Successful Live Virtual Learning

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# 1. Know why you're doing this event

*Information dissemination?* Webinar format is fine

*Skill building?* Live online learning better than webinar

*Attitude change?* Live online learning much better than webinar

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## 2. Consider different formats

One or two presenters sharing info or insights

Panel of presenters with different points of view

Q&A / AMA session where participants ask questions

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### 3. Keep the technology simple

Include a platform cheat sheet in your workbook

Be super-familiar with all needed admin features

Chat, file sharing, screen sharing, breakout rooms, whiteboard, participant management, polls, etc.

Have a backstage buddy to troubleshoot during event

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## 4. You'll need more backstage support than you think

Need both moderator and backstage “room monitor” / IT support

Assume a wide range of tech savviness

Everyone needs more handholding than you think

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## 5. Plan for glitches

~~"We practiced it and it all worked"~~

"We ran through it and figured out how to troubleshoot all the possible glitches"

Plan for the worst; don't hope for the best

Have hard copies of everything—slides, notes, contact info

Backup of presenter slides to backstage support

## 6. Set standards for presenters

*Require* good audio quality, non-distracting background,  
good lighting

Treat practice sessions seriously

Their experience as a Zoom attendee  $\neq$  ability as a Zoom  
moderator

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## 7. Communicate clearly

Keep all your communications clear and succinct

Send participants event reminders frequently

Cover administrivia at every session (yes, it's being recorded; ask your questions via chat, etc.)

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## 8. Respect everyone's time

Start on time

Get to the content within the first 3-5 minutes

No long speaker bios

Have enthusiastic, focused speakers

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## 9. Keep it interactive & interesting

You're competing with everything else on their device

If screen sharing, change slides every 2-3 minutes

Support a lively chat channel

Solicit comments, ask questions every 15-20 minutes

Have canned questions read to start Q&A

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# 10. Follow up with your participants

Survey them for feedback

Upload recording, slide deck, ancillary material to landing page, promote to participants

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