



Illinois Center for Specialized Professional Support,  
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## **Presenter Building Tips for an Effective Breakout Session:**

1. Decide what story your presentation will tell. Make an outline or use a diagram to clarify for yourself the one main idea, key supporting points, and validation or proof points. Bear in mind that people don't watch sessions to buy something, but to learn something. Fulfill that expectation.

2. A very general session will draw a more top-of-funnel audience. The tighter the focus of your session, the likelier attendees are to be looking for a solution to a specific problem and a bit further along the buyer's journey. Know which camp your audience will fall into and tailor your materials for them.

3. Don't overwhelm slides with too much text; make sure to leave plenty of white space.

4. Have lots of images. Remember that showing is better (and more lasting) than telling. And a picture is still worth (at least!) a thousand words.

5. Tell stories. A dry, pedantic presentation will put people to sleep; stories and examples help people identify with the situation. And if they can see themselves in a story, they might perhaps see how your approach to solving a problem can benefit them.

6. Make slide titles serve as headlines or subheaders. If later you post your slide deck without narration, the titles will need to help the reader through the presentation.

7. Add speaker notes to your slides. They help keep you on track and ensure that you cover all the points you want to make. Be sure to print out your webinar slides with speaker notes and have them handy as you deliver the webinar content, so you're

covered if the technology fails. You can also make notes on it during your presentation and the Q&A session.

8. Make the introduction SHORT. Get short biographies from your speakers well ahead of the webinar and have a concise, powerful message for each one.

9. At the end of the session, include a Q&A and have a closing slide that offers contact information. 92% of online session attendees want a live question and answer session at the end of a webinar. In closing, be sure to cover next steps for the audience to take, thank the presenters for their time, and thank the attendees as well. Remind the attendees of any upcoming sessions **Good manners go a long way in making you memorable.**

10. Make sure the contact information includes varied methods, such as an email address, URL, phone number, social icons, or other ways people can take the initiative to get in touch or learn more on their own.