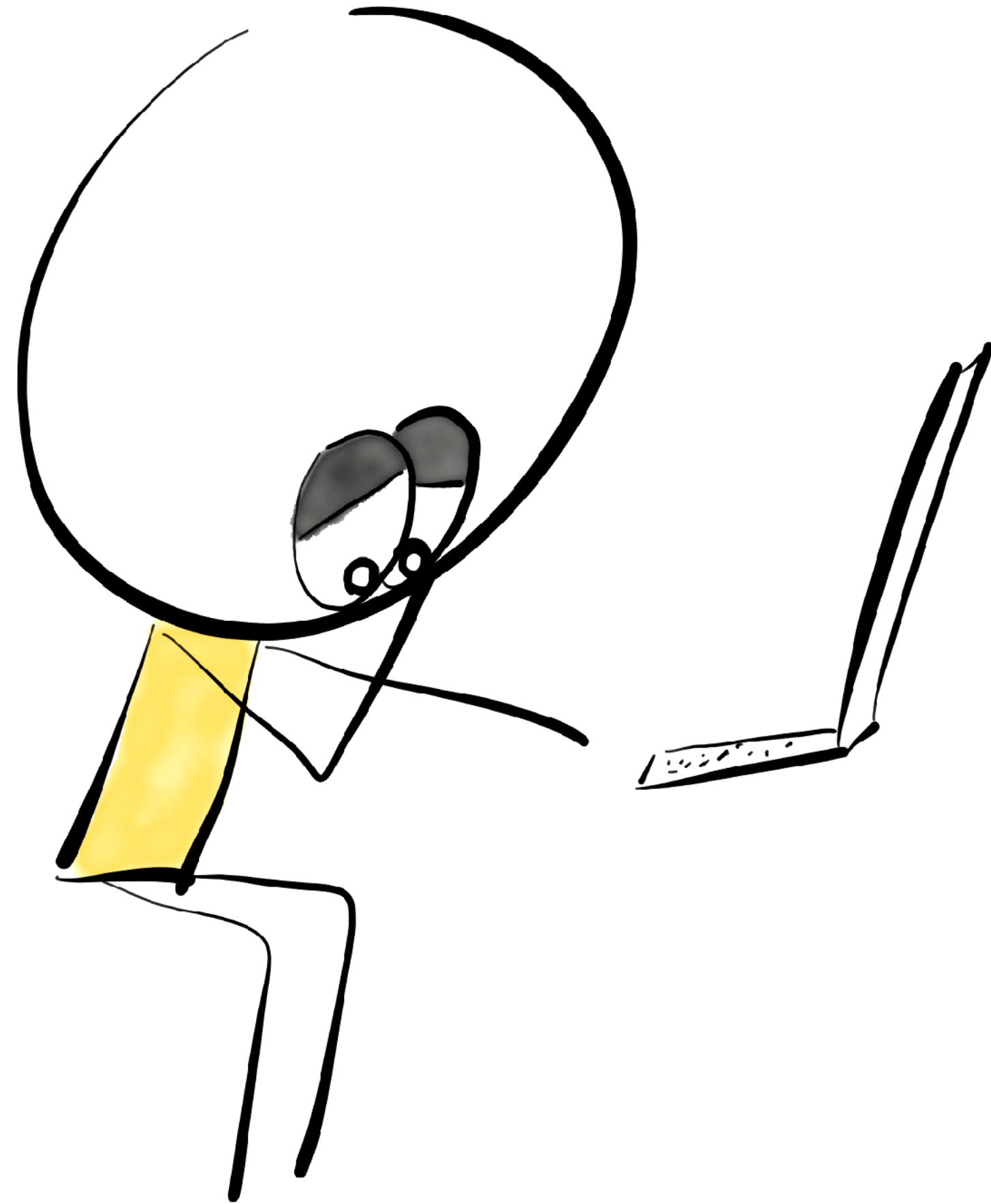


# No More Boring Webinars



Drawings & Content by: Cyriel Kortleven

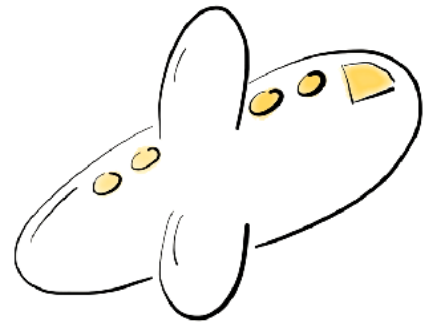
# Overview #NoMoreBoringWebinars

## The Framework + guidelines

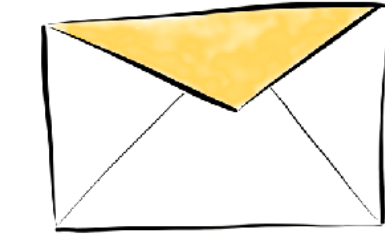
1. Train Time Table
2. Mood Check'in
3. Let's Poll
4. Icebreakers
- 4,5. Huh, is he talking to me?
5. Slide-O-Matic
6. Chat & Play
7. Movie Time
8. Brain Storm
9. The strange object
10. The lottery

11. Post it Mosaic
12. The virtual Fish Bowl
13. The musical break
14. A picture is worth
15. Oh no a monster
16. Virtual speed date
17. The network auction
18. Question Platoon
19. High Five Yeah
20. One word summary
21. We need your ... CTA
- 21,5 Q & Aaaaaa

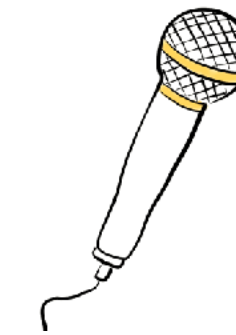
# Guidelines for live webinars



Airplane modus (close applications)



Mute Microphone



Camera on (I want to see your smile)



Cats allowed on the Keyboard

No pants required (but please don't get up)



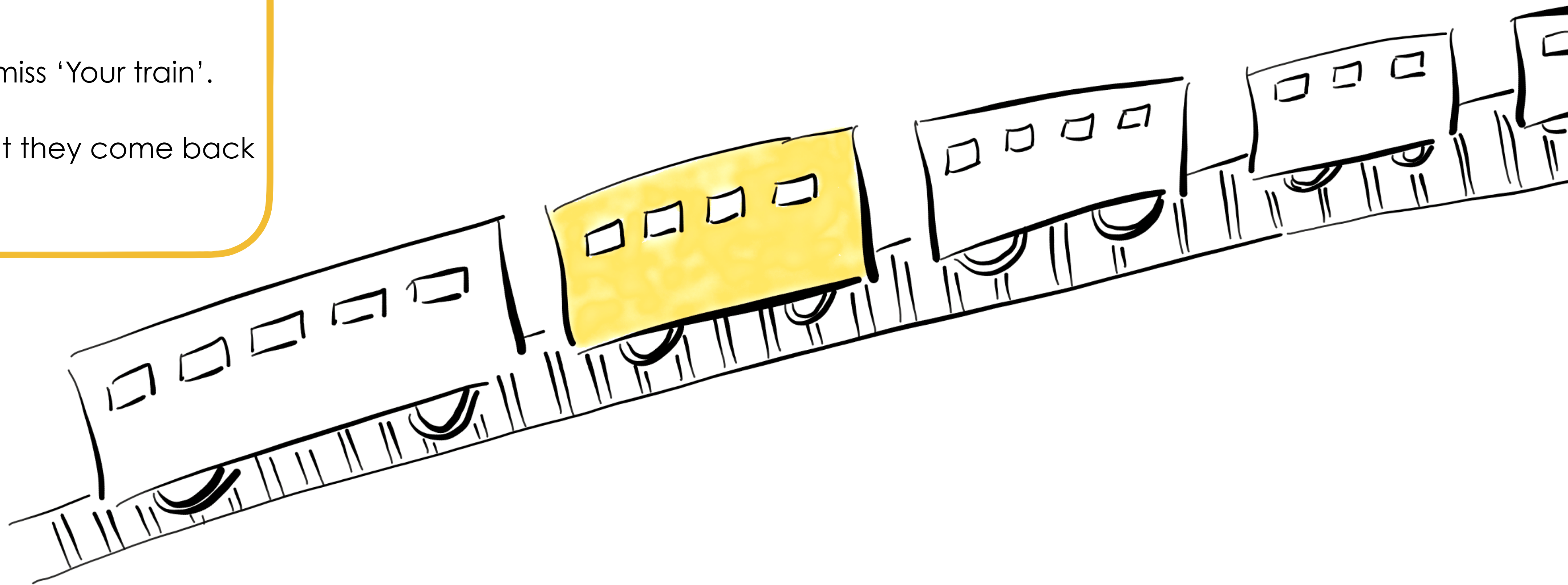
# Train Time Table

If you start a session at 9:27 or 13:03 there's a good chance that everybody will be there on time.

People may even arrive earlier to find out why it didn't start at a 'normal' time.

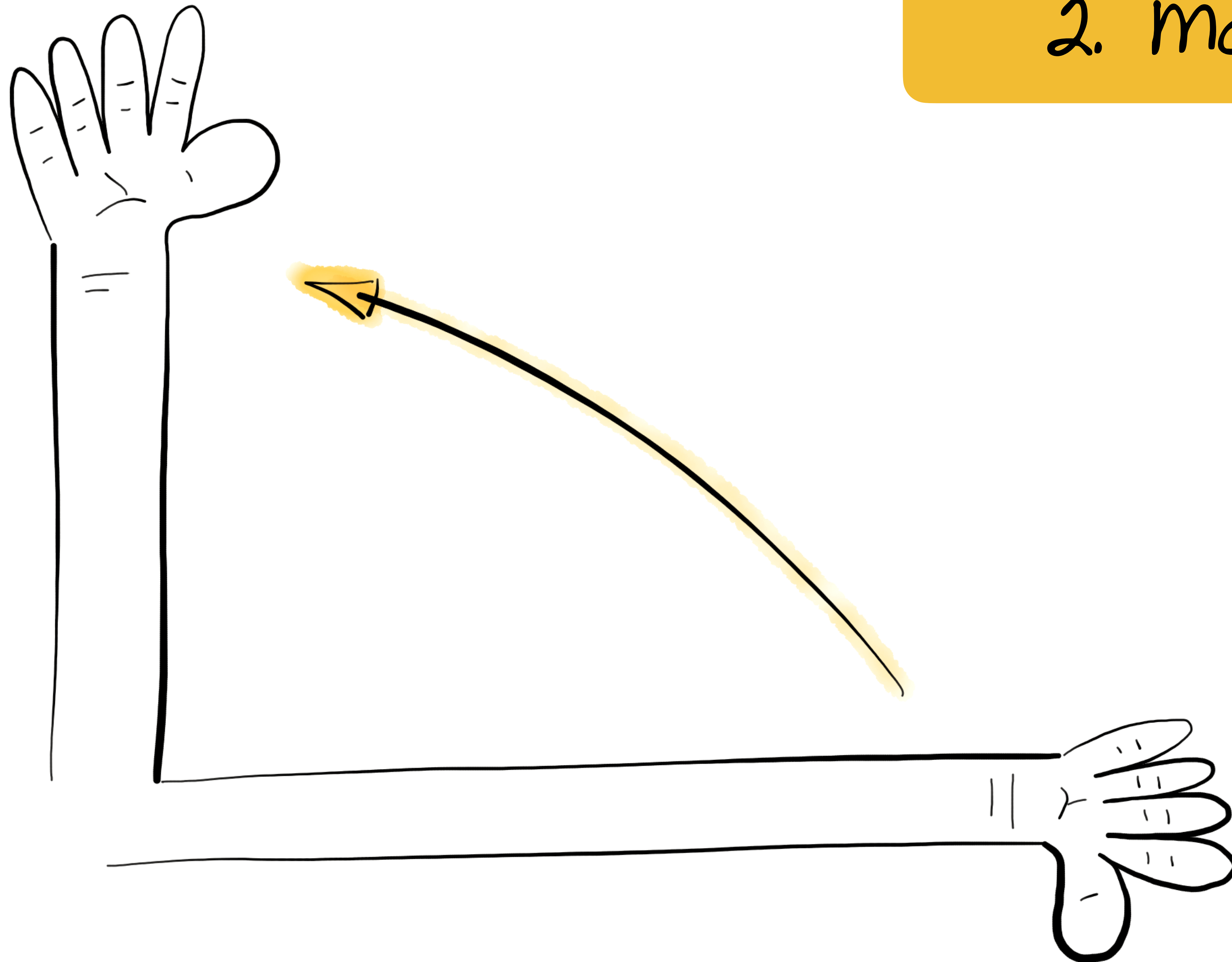
You don't want to miss 'Your train'.

Start on time so that they come back next time!





## 2. Mood Check'in



Ask your audience to use their arm as a scale.

If their arm is horizontal, that means zero.

Arm straight in the air is ten.

And all options in between.

Great for a quick checkin to see how everyone is feeling today.

You could snap a screenshot at the start and do same energy test at the end of the session and measure the difference.

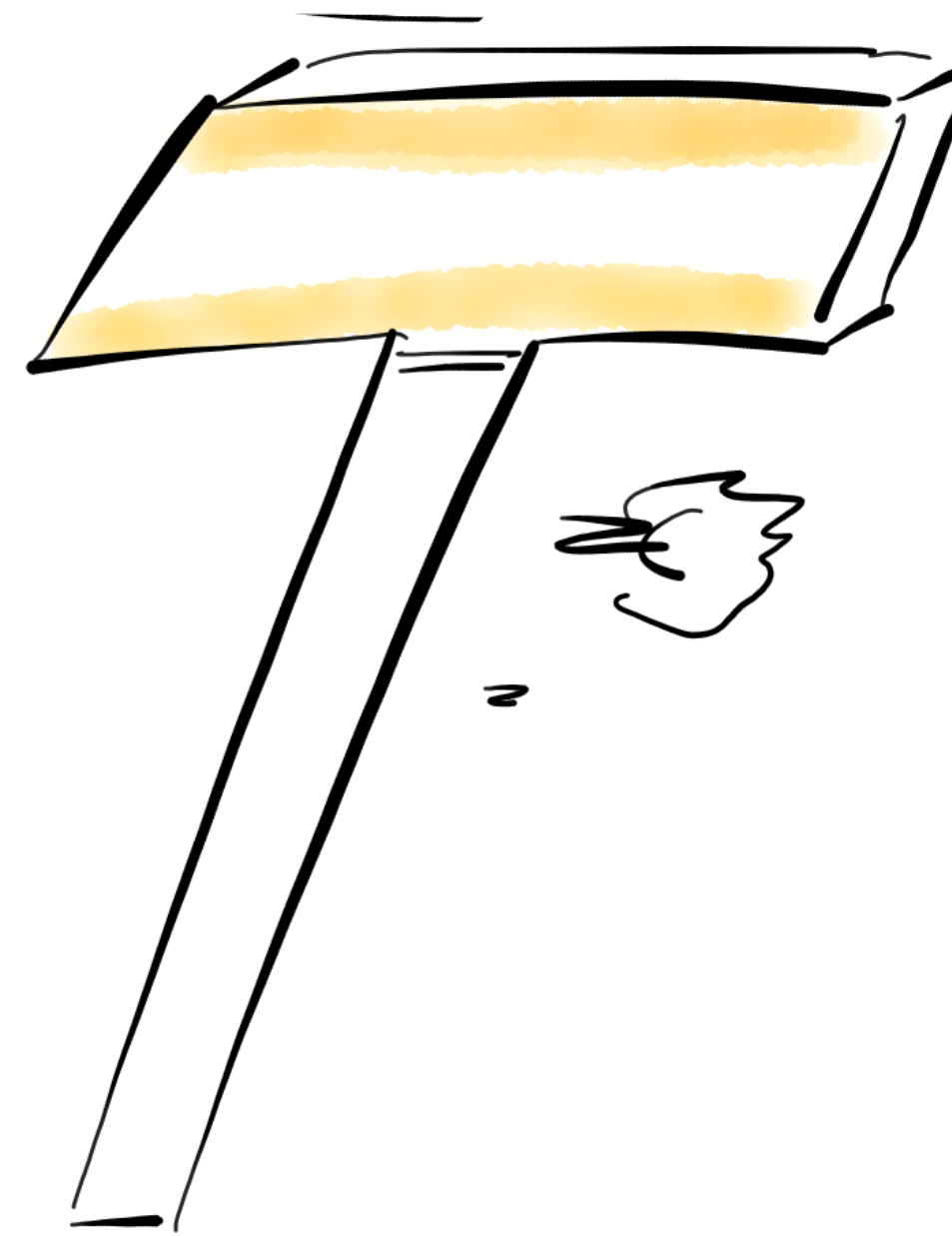
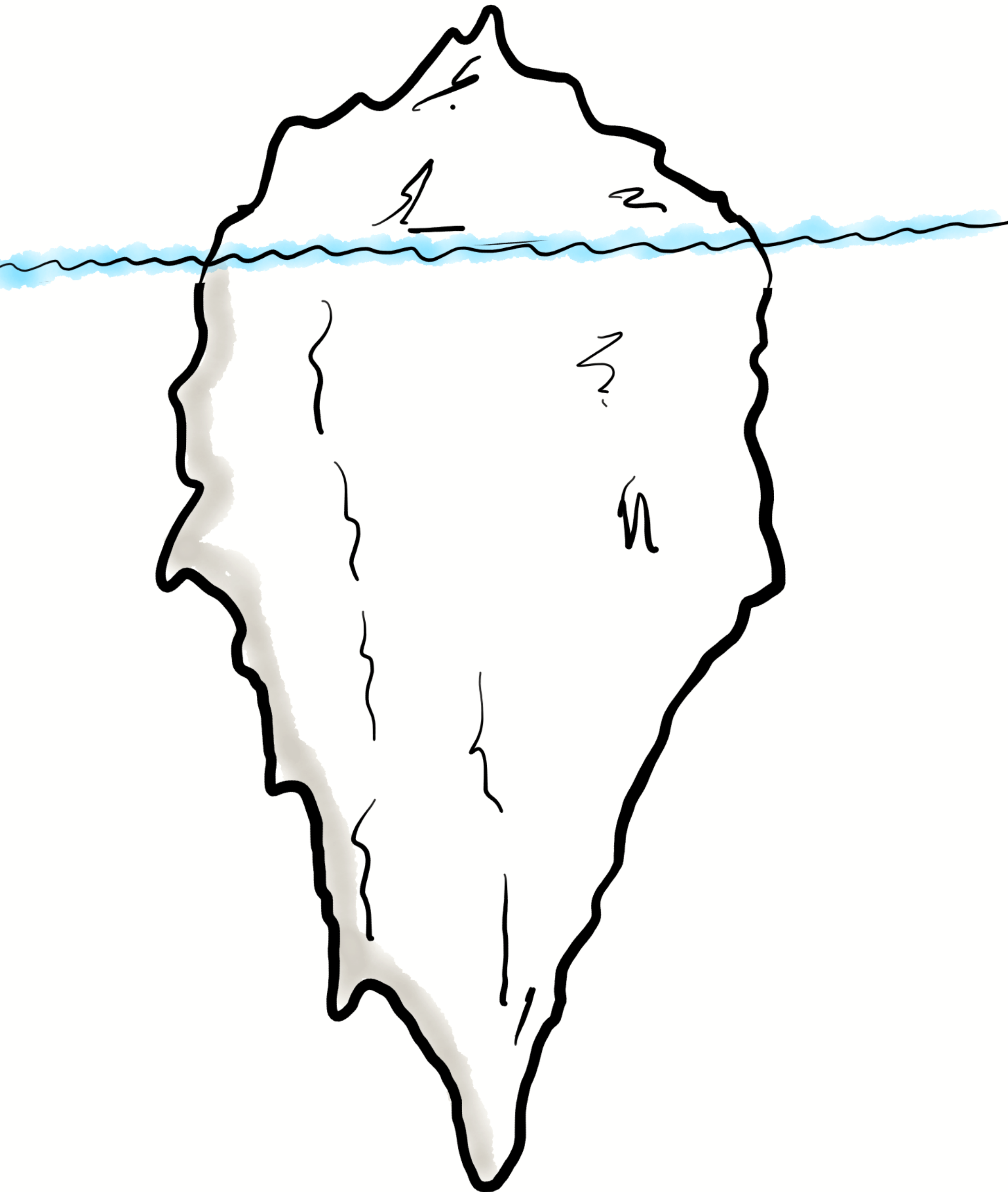
### 3. Let's Poll

This doesn't need an explanation - you can usually start a poll using the video conference program.

Prepare some spicy, thought provoking questions in advance. It is helpful to start with a short funny question to make sure that everybody understands the system.

<input type="radio"/>	A	_____
<input type="radio"/>	B	_____
<input type="radio"/>	C	_____
<input checked="" type="radio"/>	D	_____
<input type="radio"/>	E	_____

## 4. Icebreakers



An icebreaker helps to connect with your audience. Engagement & group-cohesion will be a lot higher if you allow your participants to share or do something together.

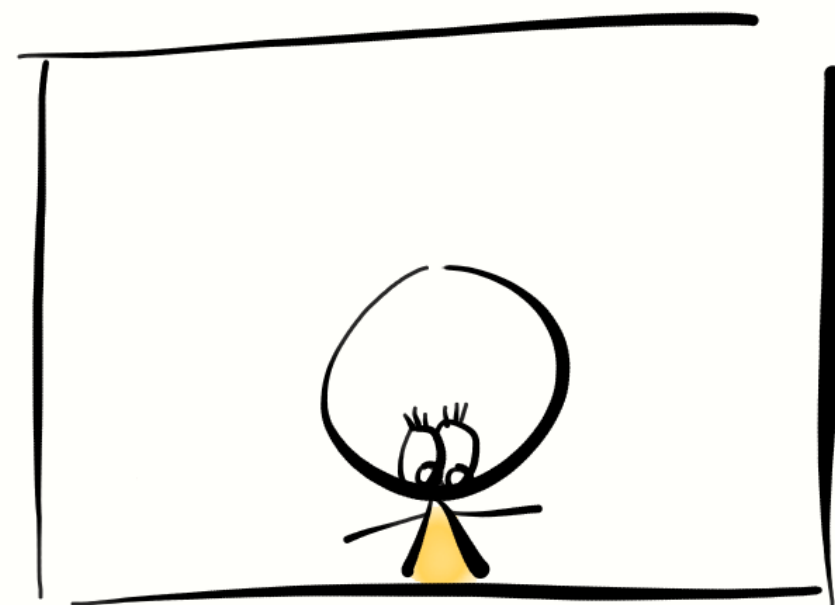
An icebreaker is a fun, short exercise to make sure that people can laugh together. There are hundreds of icebreakers around. Choose one that relates to your subject.

## 4.5 Huh, is he talking to me?

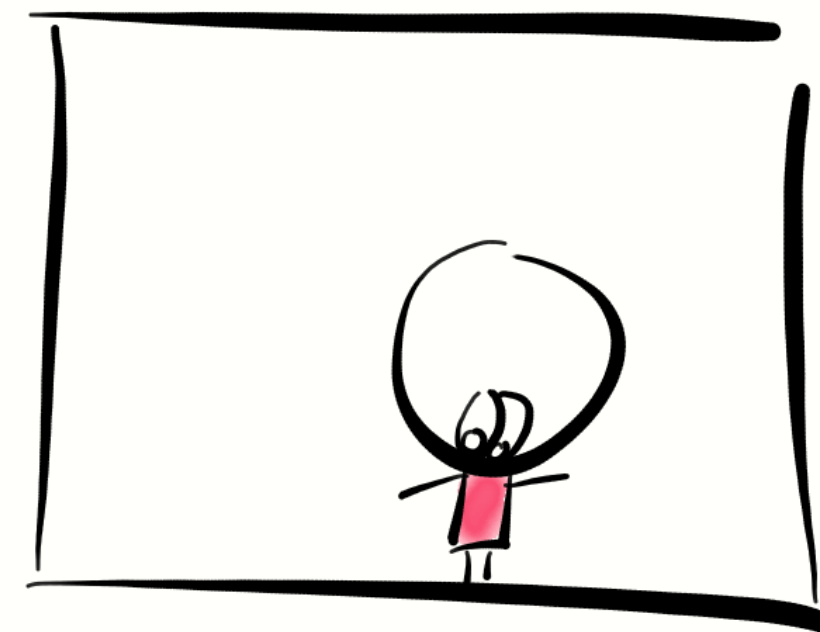
Use the name of a person if you want to attract their immediate attention.

The interesting thing is that it's not only the person whose name is called who pays attention but everybody will be alert because you could call their names next.

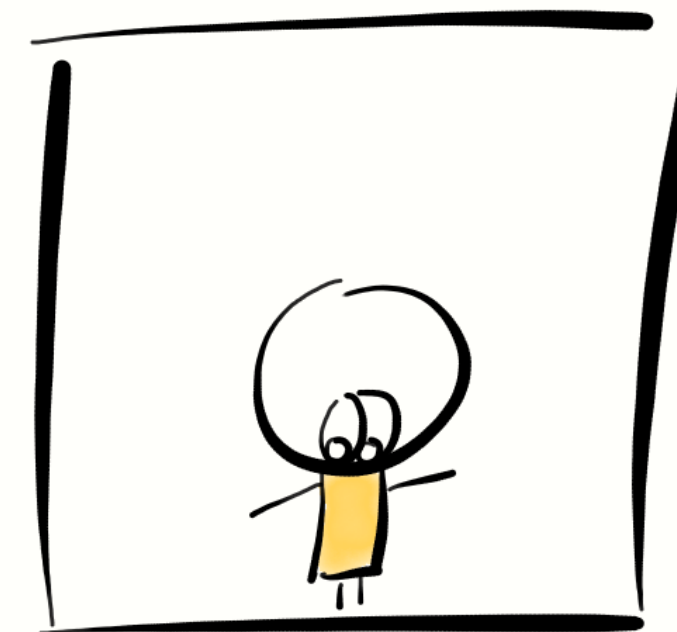
The nice thing about online sessions is that you can normally see all names of the participants on the screen.



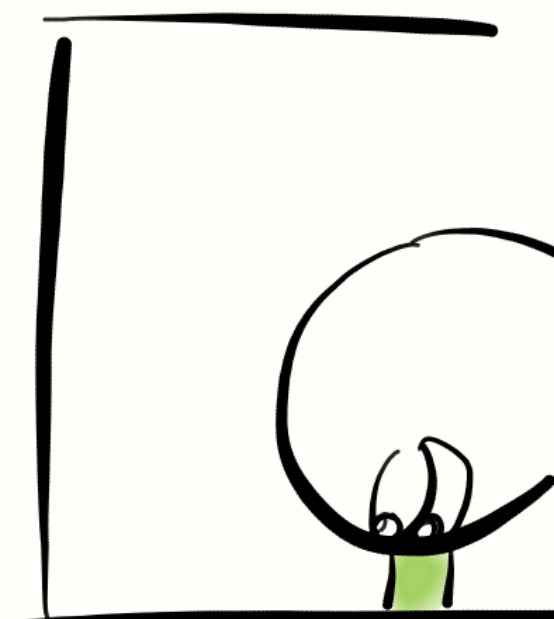
Martine



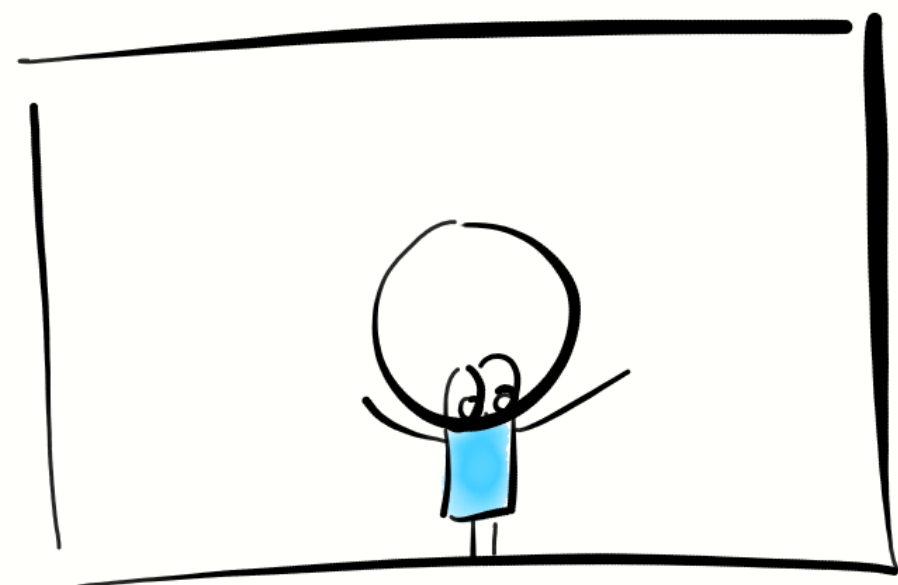
Omar



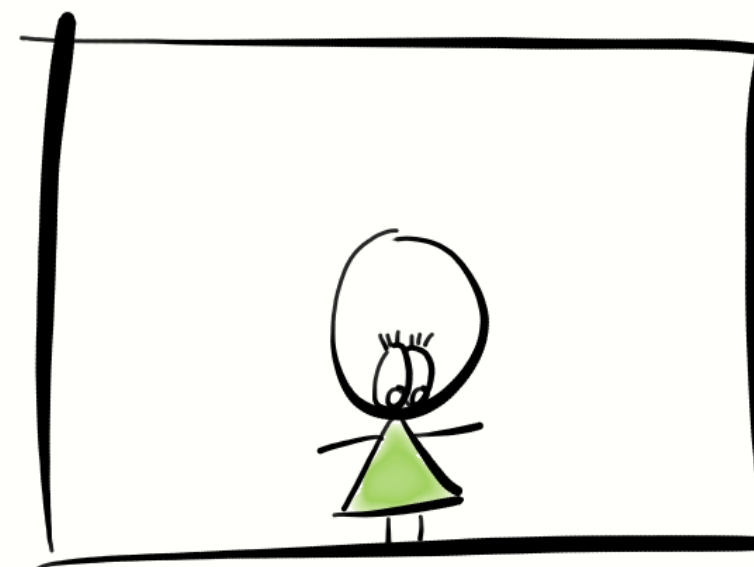
Marc



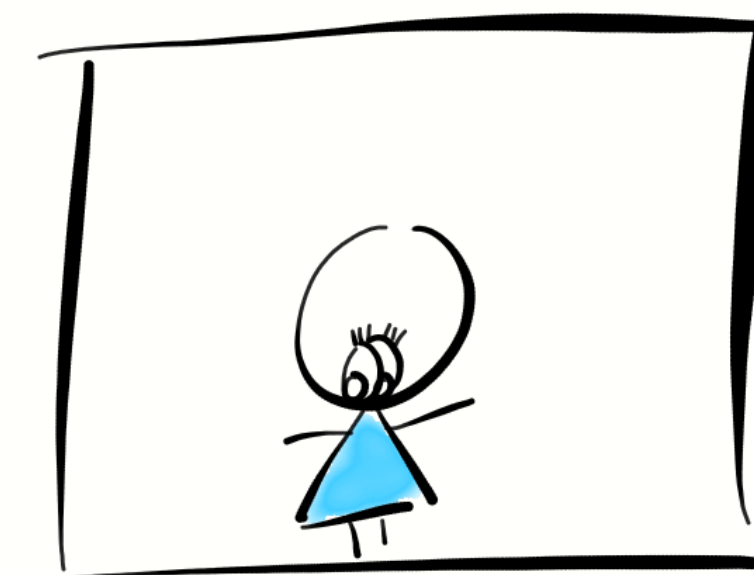
Jon



Ramon



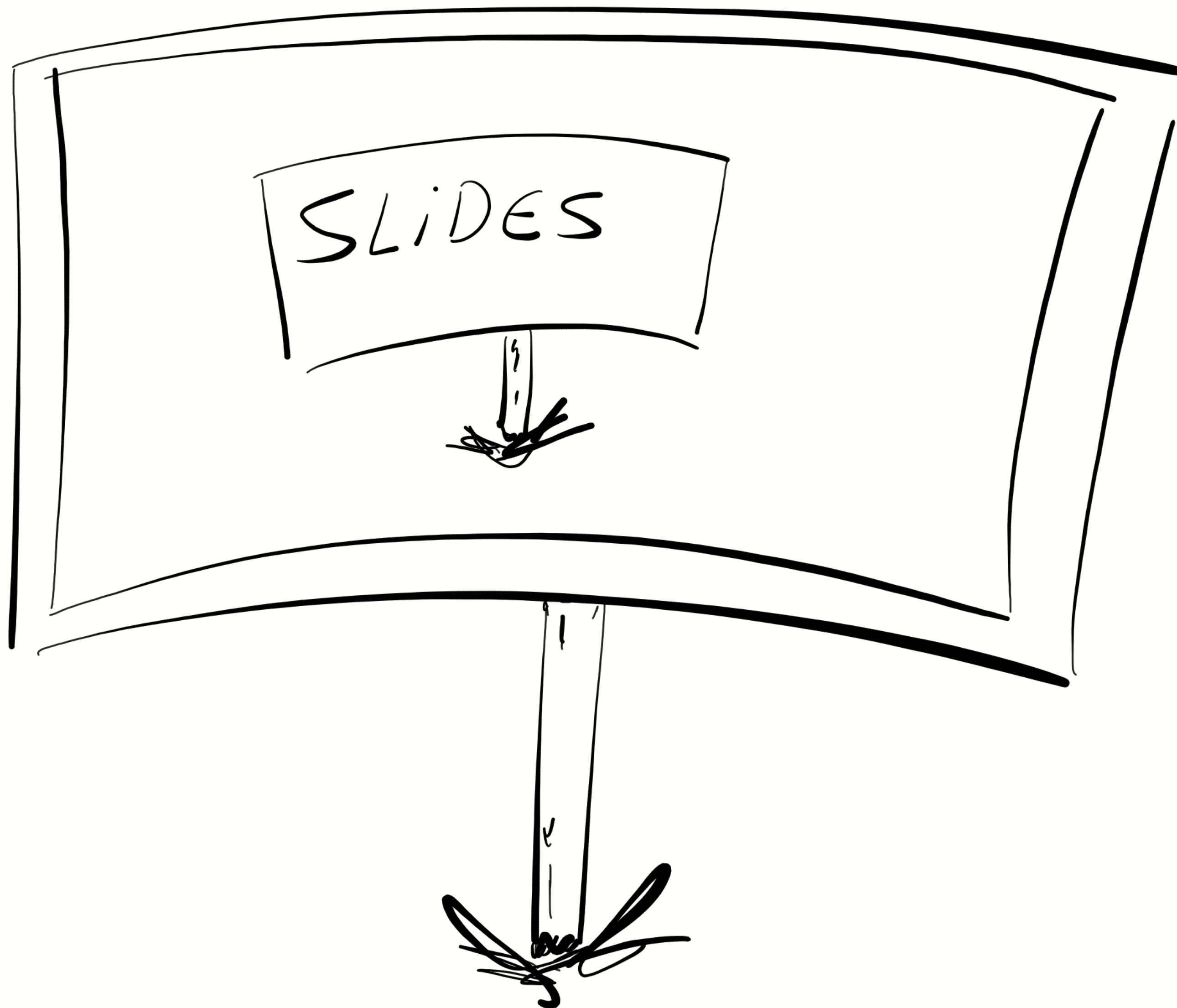
Elina



Lady in blue



## 5. Slide - O - Matic



It might be interesting to print some of your slides. The attention shifts to the presenter instead of being zoned in on the slides.

If it's a longer presentation, then sharing your screen with the slides is of course the best option.

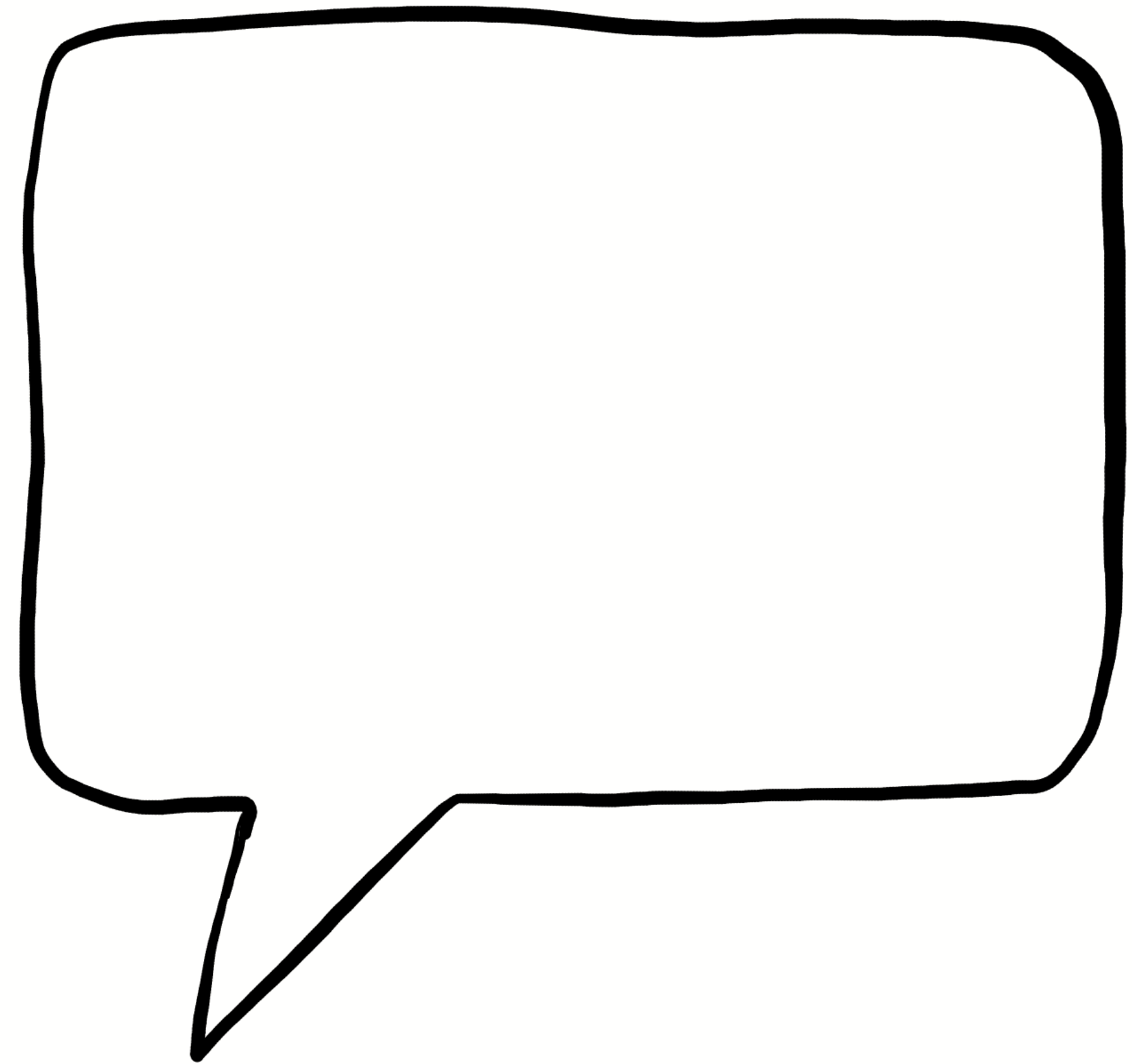
The printed slides works best if you want to do an interactive exercise and you don't want to waste time switching screens.

## 6. Chat & Play

Most people understand the chatbox quite well and it's great for interacting quickly with your audience.

You can also do some short exercises and let people answer in the chatbox. You don't have to read and react to all messages but scroll through some of the answers & connect them back to your topic.

Of course the chatbox can also be used for questions - without getting disturbed during your presentation.



## 7. Movie-time

You can easily share your screen to the movie-player. Short funny YouTube movies - connected to your topic - are a great way to win back the attention from your audience.

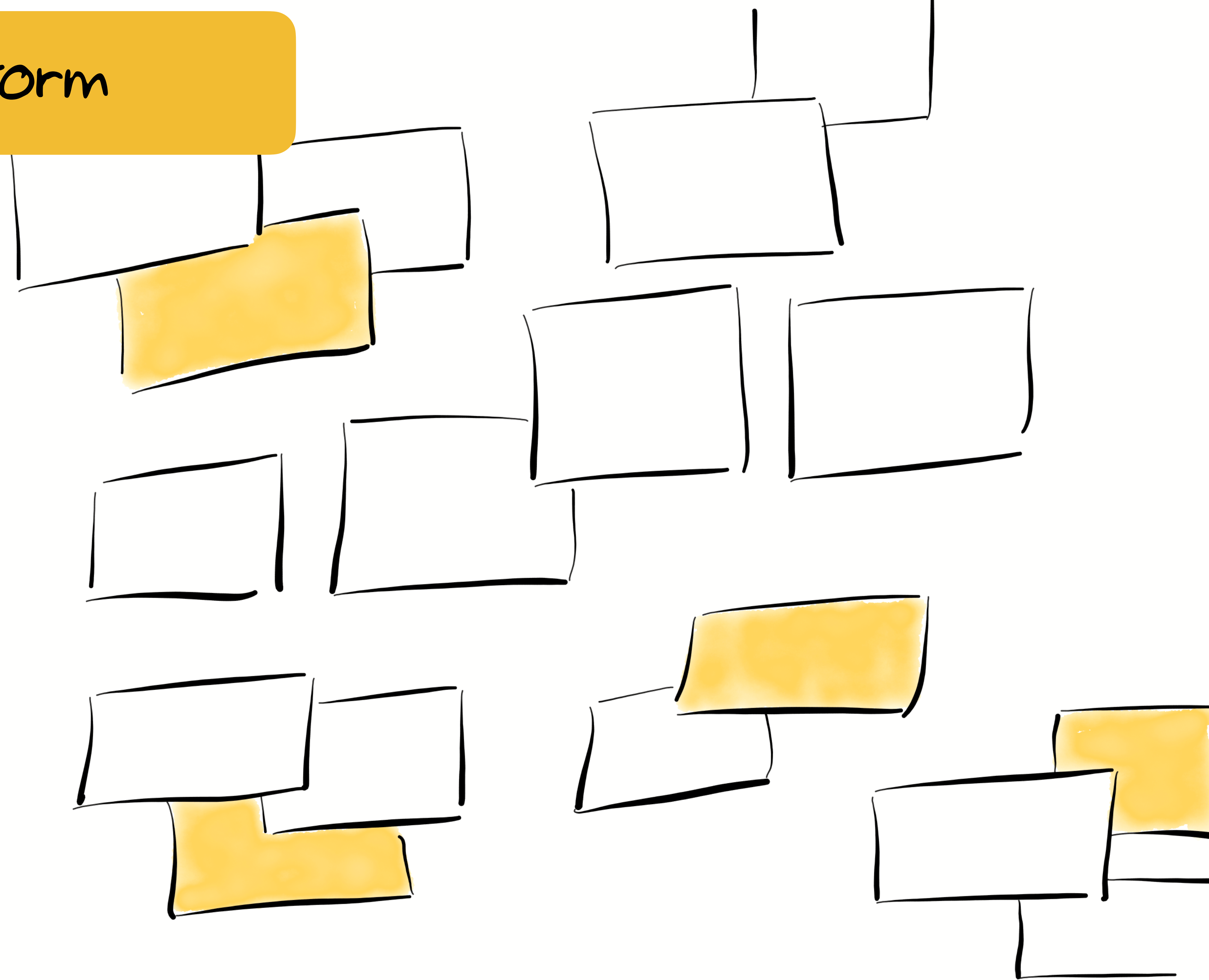


## 8. Brain Storm

If you have a small group, you can do a short brainstorming session in the chat (or let people share some ideas). If you have a larger group, there is software available to conduct a brainstorming session ([mural.co](https://mural.co), [miro.com](https://miro.com)).

If you want a very easy, simple alternative, use a Google Drive document. You can prepare that document in advance and make sure you open the privacy setting to allow everybody to edit the document.

Then share the document URL in the chatbox. Everybody will have access to the document and can add ideas. You can put people in breakout rooms to allow them to work in small subgroups.





## 9. The strange object



During longer sessions, it might be interesting to let people move around in their homes.

Can you ask them to find a certain object that can be connected to your content? You don't know what people have in their homes but a question like 'find a strange object' or 'something green' then it's usually a guarantee that everyone will find something.

The nice thing is that this object can become an anchor for a certain method or piece of advice. Every time they see the object, they will think about your content.

## 10. The lottery

We love to win things, so you could integrate a kind of lottery. This could become part of a little competition or you can do it randomly.

Eg: the first 3 people who answer a certain question in the chat win a prize.

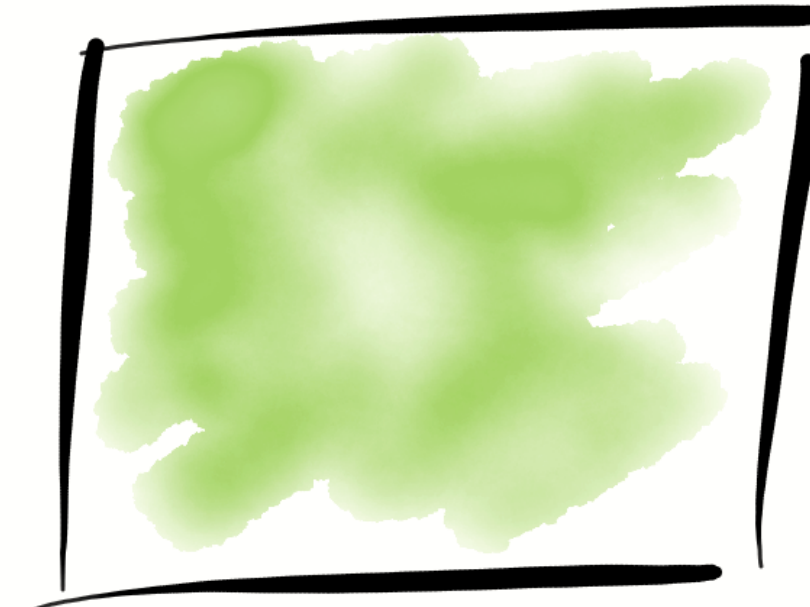
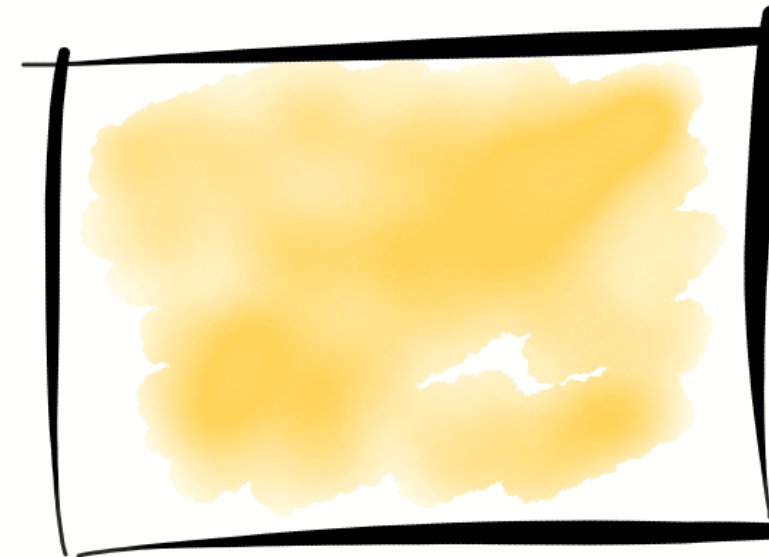
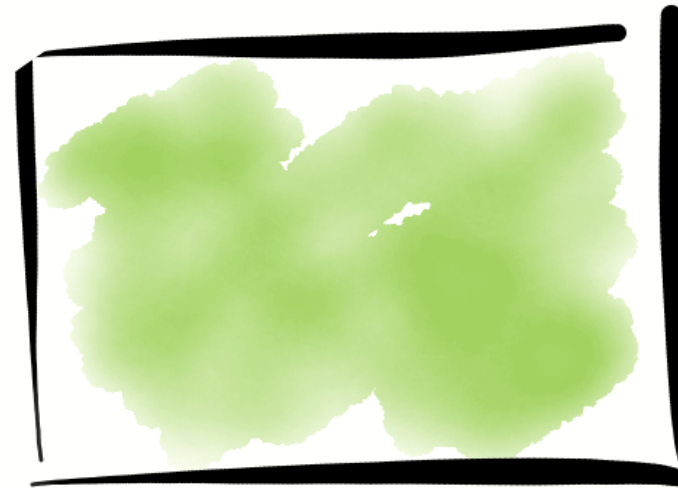
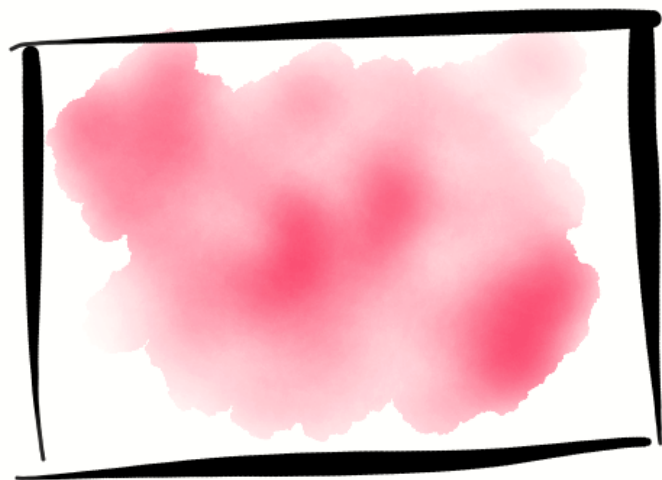
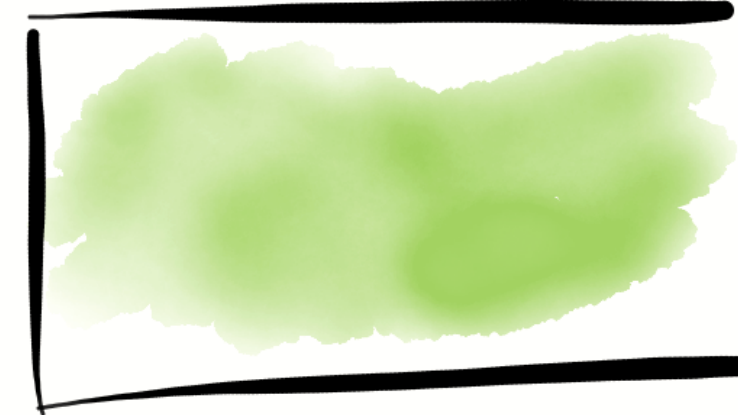
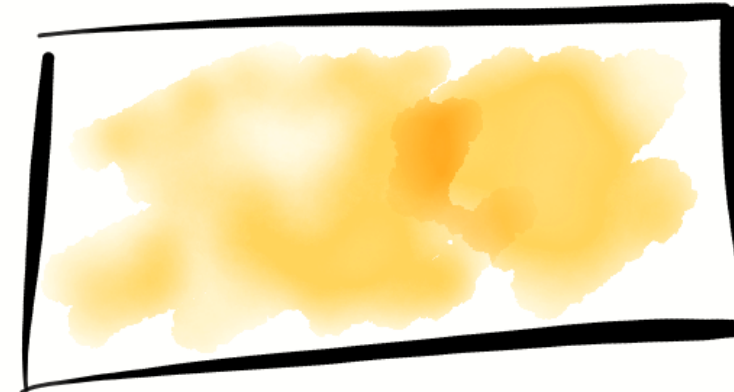
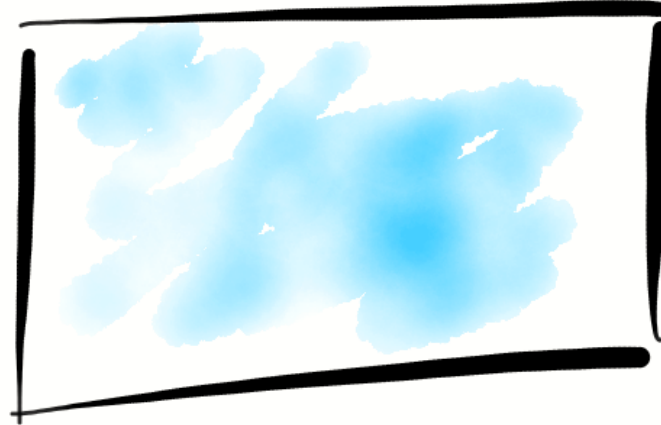
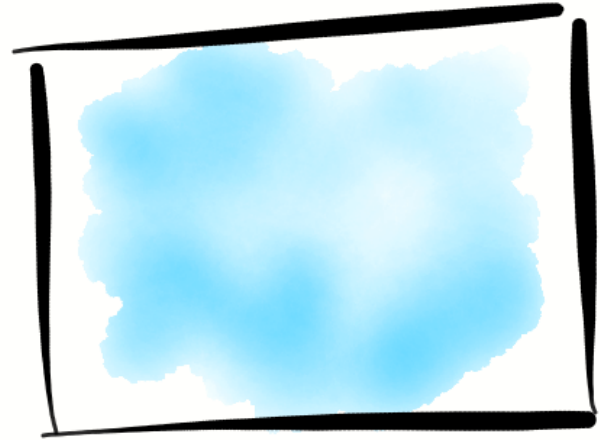
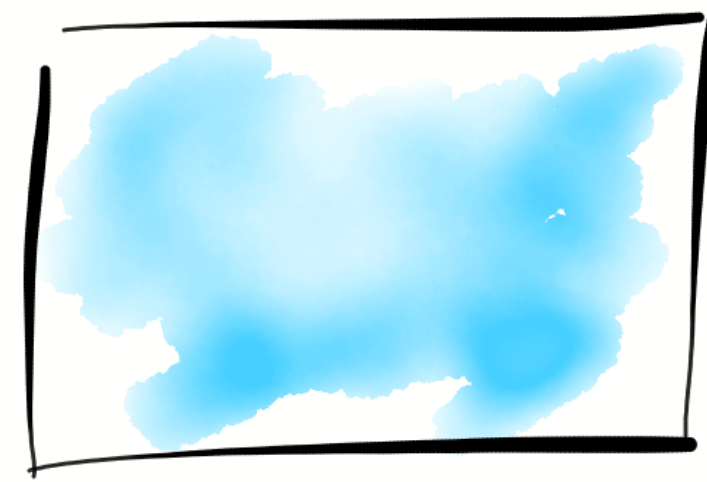
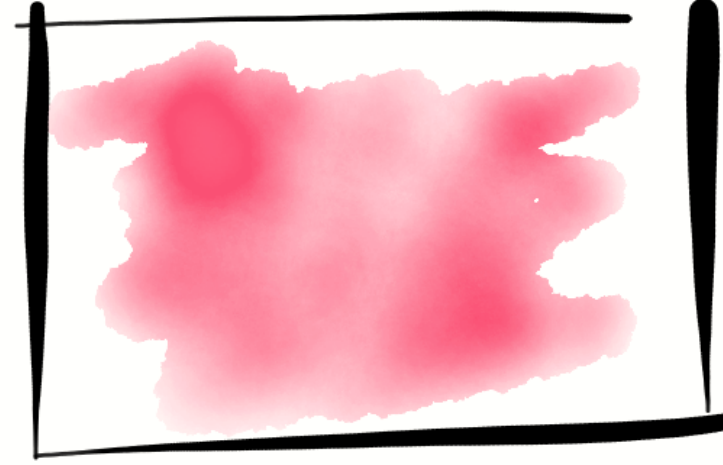
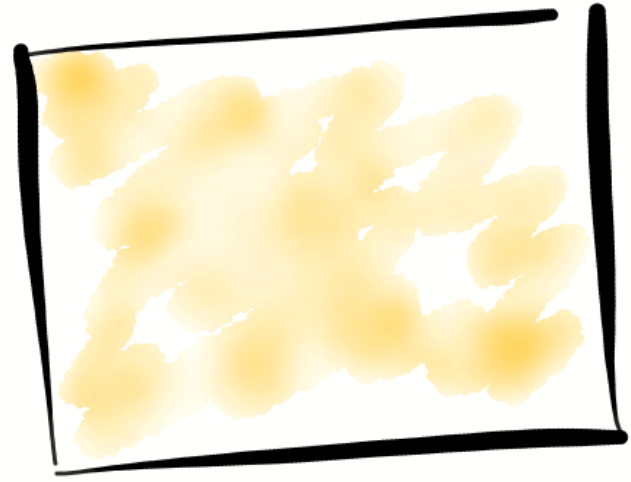
The easiest way is offering a digital document (ebook, PDF) that you can share afterwards with the winners.

Sometimes I like to give everybody a little gift but by integrating the lottery/competition option, I get more attention. Everybody is happy if the whole group gets a gift at the end.





## II. Post-it Mosaic



One of my favorites. Ask all the participants to pick a post it note and put it in front of the camera. You will notice that the video conference screen becomes a beautiful post-it mosaic.

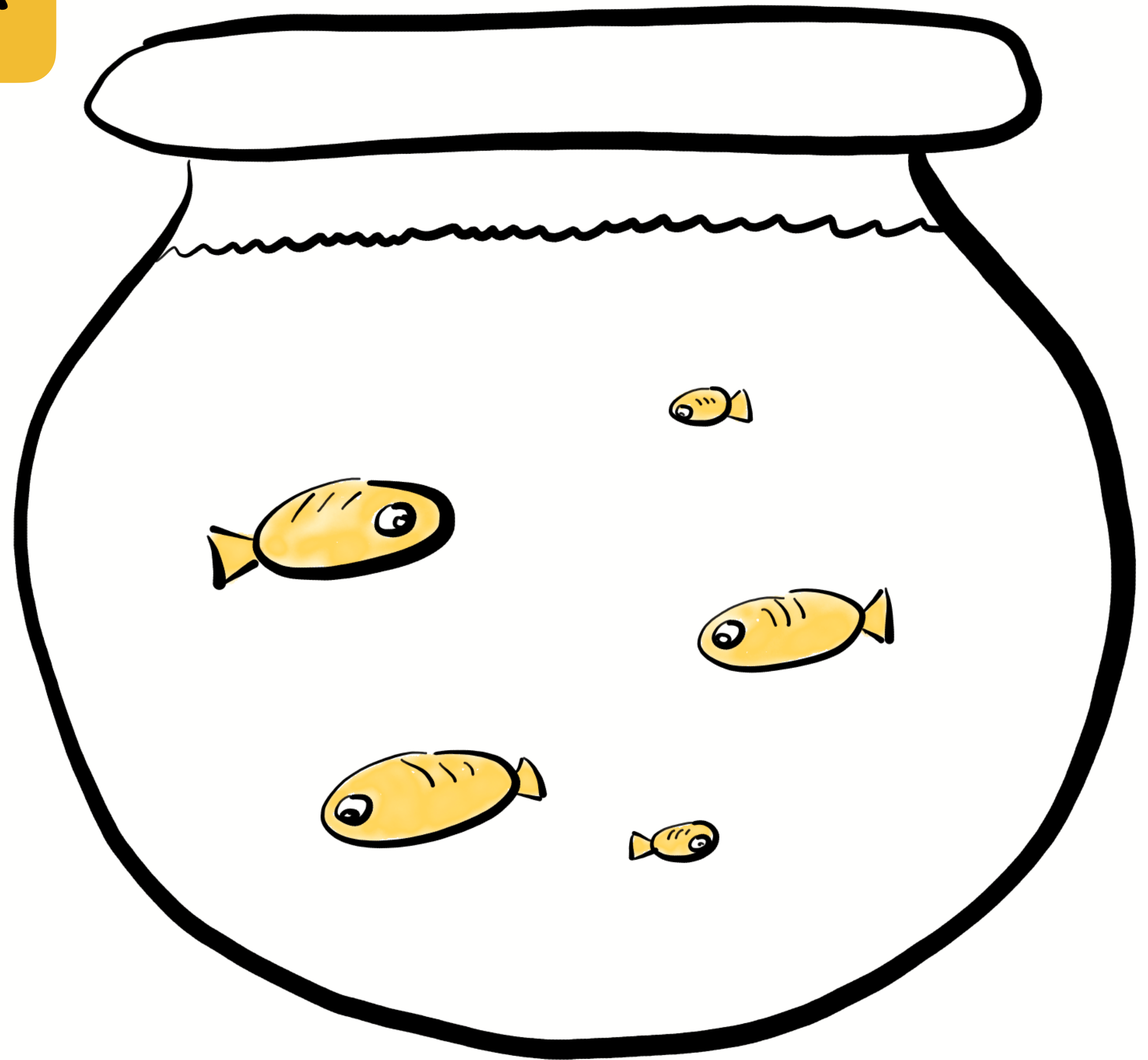
The next step is making a statement, asking if the participants agree or not. If yes, then you can remove your post-it note. And you can immediately see who (and estimate a percentage) of the people who agree.

## 12. The virtual Fish Bowl

This one works great after the post-it mosaic. It's a useful exercise if you want to explore a topic a bit deeper. The main purpose of this method is deep listening without getting into a discussion. You want a dialogue and exploring several options and opinions in a peaceful way.

You ask everybody to put the post-it note back (or shut down their video) except 3 people - preferably 3 with a different opinion. Everybody can see the video of the selected 3, and they start the dialogue based on a statement or question.

If somebody else wants to add something or bring in a different perspective, that person can remove his/her post-it. That's a signal for one of 3 original 'talkers' to leave the conversation and also become a listener.





## 12.5 Empower your people



You give the participants a longer break + a home work assignment. This could be a text they should read, a movie to watch, a walk outside to generate some ideas, ...

Most people are very capable of learning certain aspects on their own. It's not necessary that the 'trainer' has to deliver all content directly.

When people join again plenary, you could do a quick check if there are questions or let somebody summarize the homework assignment.

# 13. The Musical Break



Music is of course also a great way to bring in a different energy.

You could invite participants to join you in some hand dancing (or real dancing if they dare ;-)).

It's also a good idea to play some music during the break. People can take a break, go to the loo, grab a drink and when they hear that the music stops, that means that the session is going to start again.



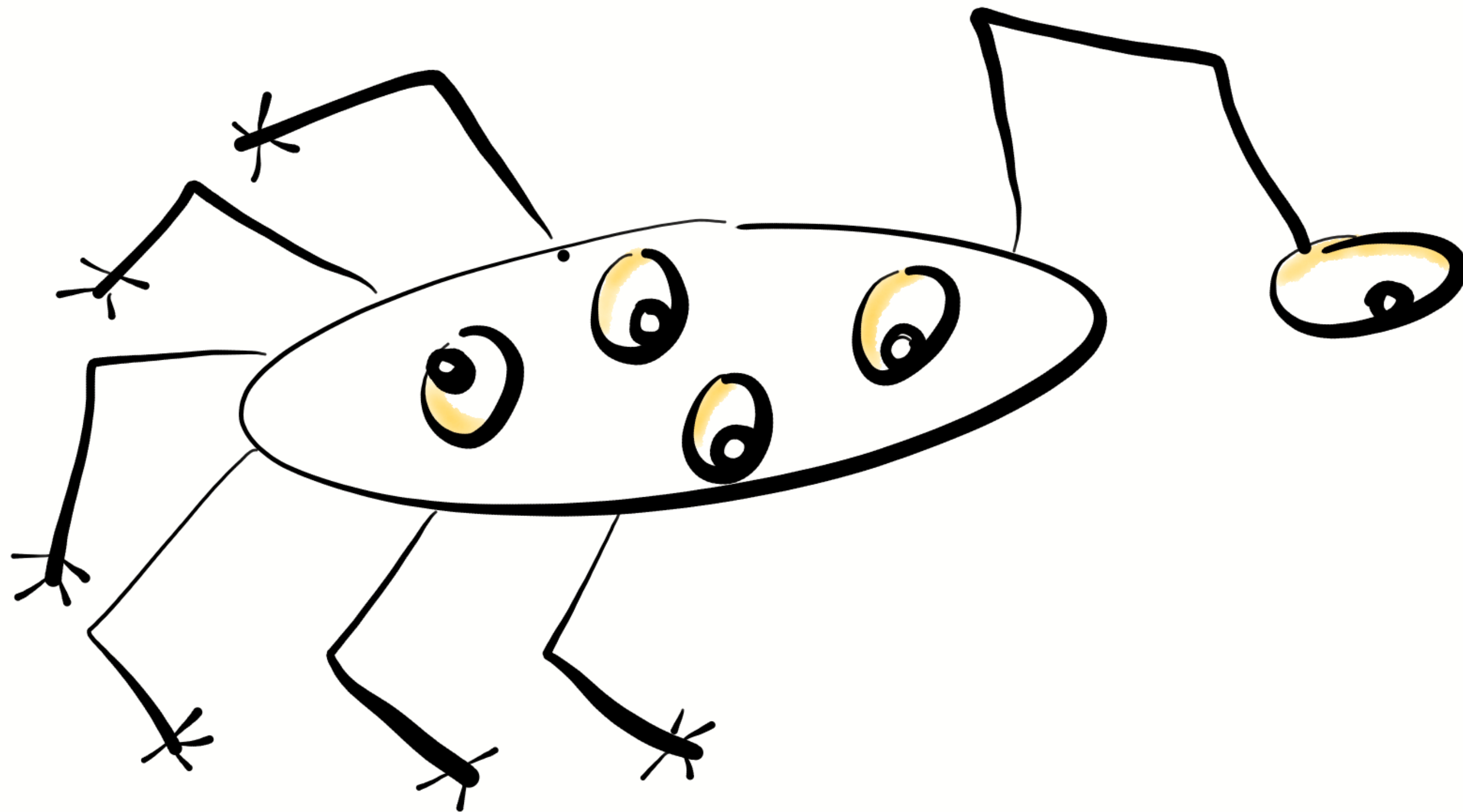
# 14. A picture is worth ...

This is a classical exercise: pictionary. Many video call programs offer the option to share your screen and use the whiteboard.

You can come up with a simple image related to your topic and ask a volunteer. You send the word via a private chat to that person and ask her/him to share the whiteboard. They get 1 minute to draw the word and other people can guess the word. (Combine this exercise with the 'lottery' to stimulate a friendly competition).



## 15. The Art Gallery



Ask all the participants to take a piece of paper and draw something related to your topic. Then, let everybody show their artwork at the same time - you've just created a virtual art-gallery (be prepared to take a screenshot when all artworks are displayed).

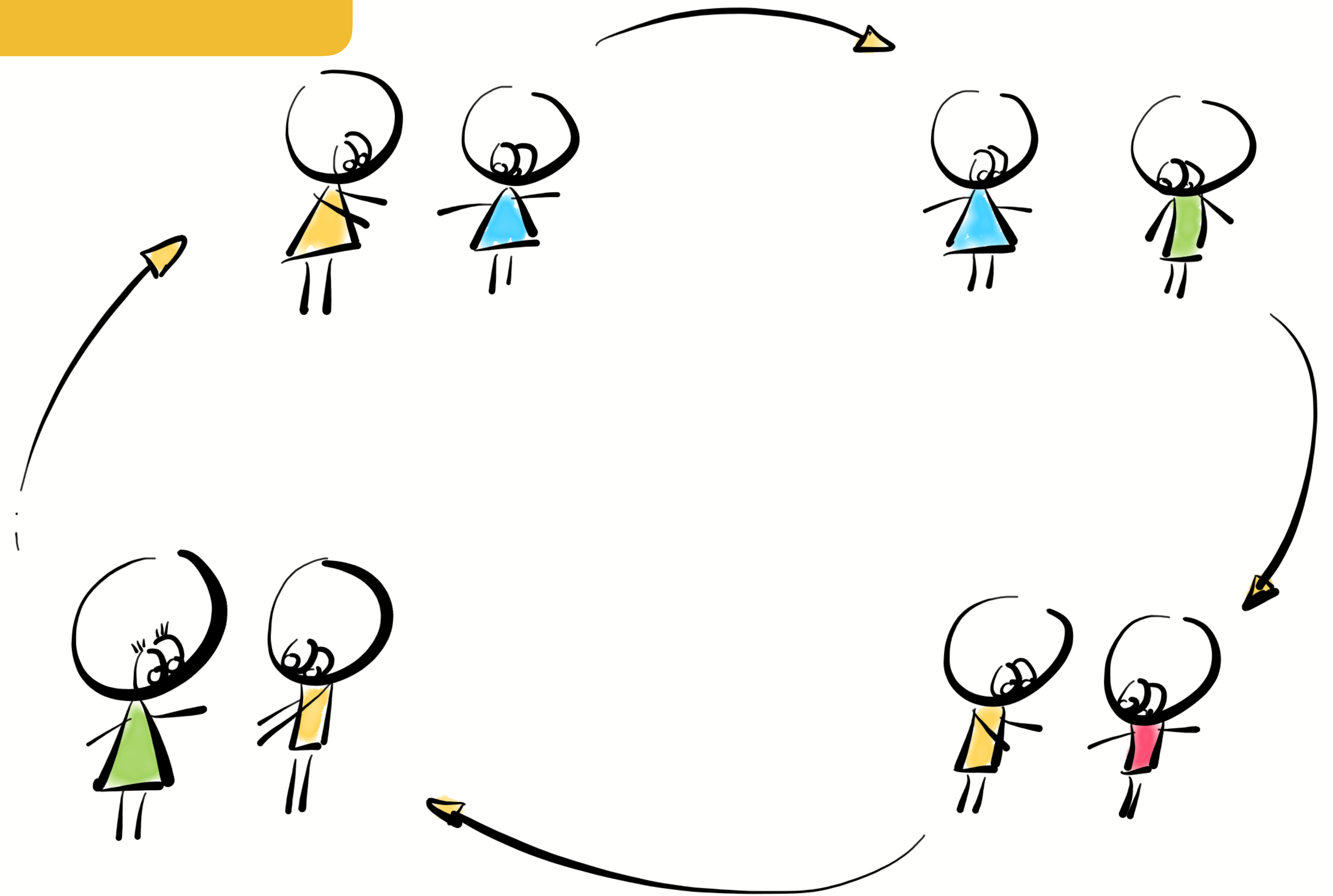
A nice drawing that works really well with the virtual speed date is asking people to draw a circle in the middle of their paper. Then challenge them to create a monster - starting from the circle. Afterwards show all the monsters at the same time.



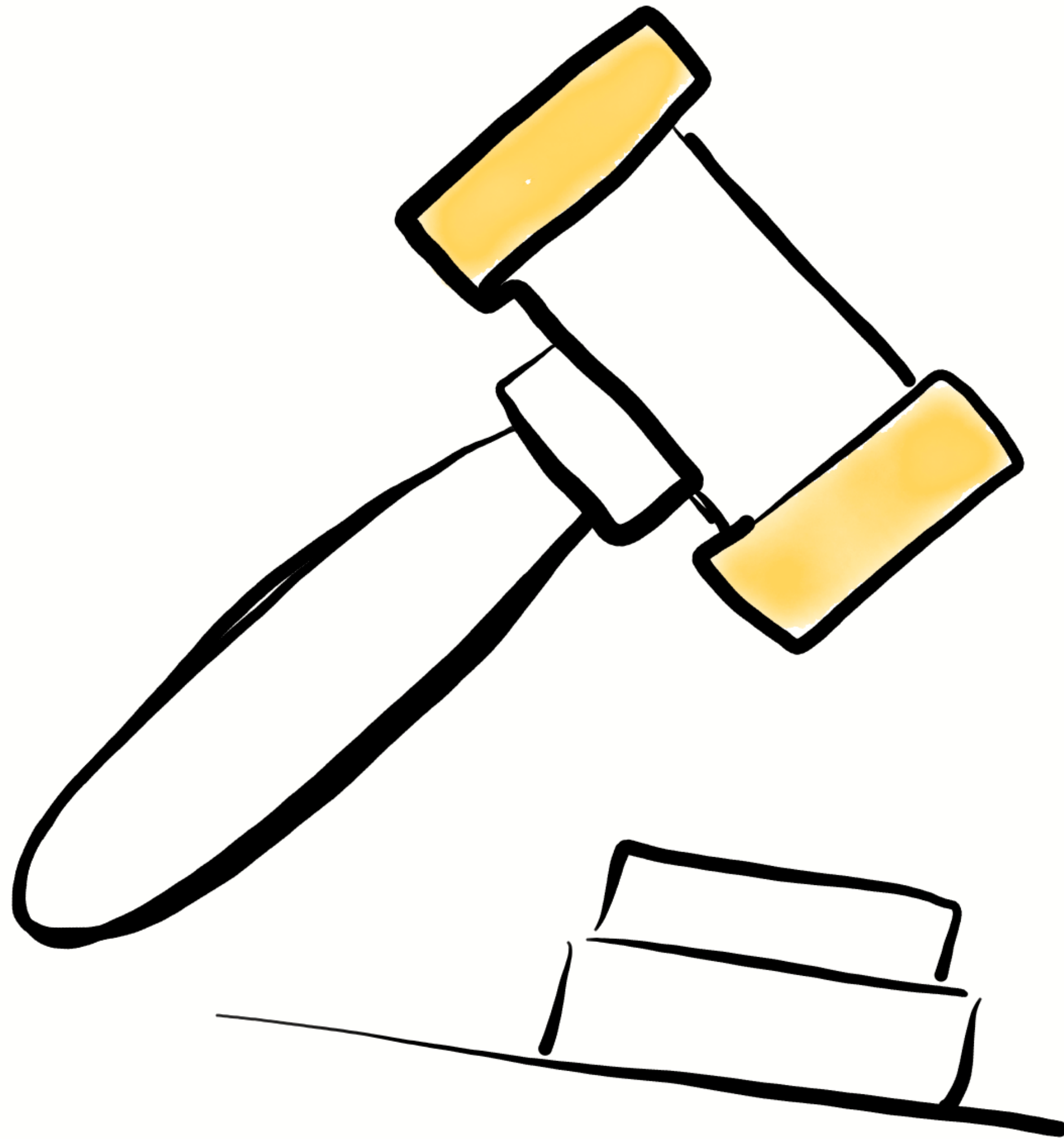
# 16. The virtual Speed Date

In the breakout rooms, you can easily do a speed date. You can easily pair up people and let them have a chat around a certain question.

A nice combo with the 'monster'-exercise is asking people to share their own mental 'monster' at this moment. What is bothering you at this moment?



# 17. The Network Auction



Ask everybody to come up with a specific question. Not too general (how can I get more revenue?) but the more specific the better (who can help me broaden my network in the pharmacy industry?).

Create a Google excel doc in advance with the names of the participants and create a matrix (one side names + one side their question). Person 1 gets 30 seconds to share the questions. If other people can help (with a connection, book, website, tip, ...) then they raise a hand (or put a cross in the shared excel file) - without explaining the specific details (that's for later).

In that way, you can quickly get an overview on who can help each other.

# 18. Question Platoon

Ask every participant to formulate a challenge or question. Create subgroups of 3-4 people in breakout rooms.

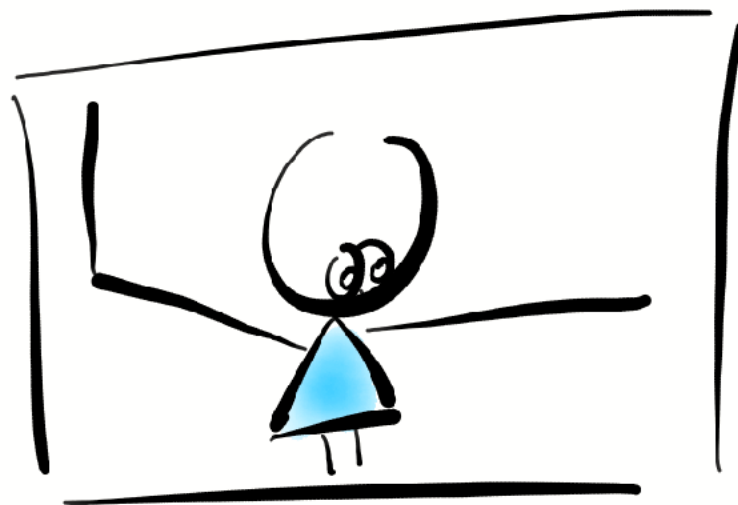
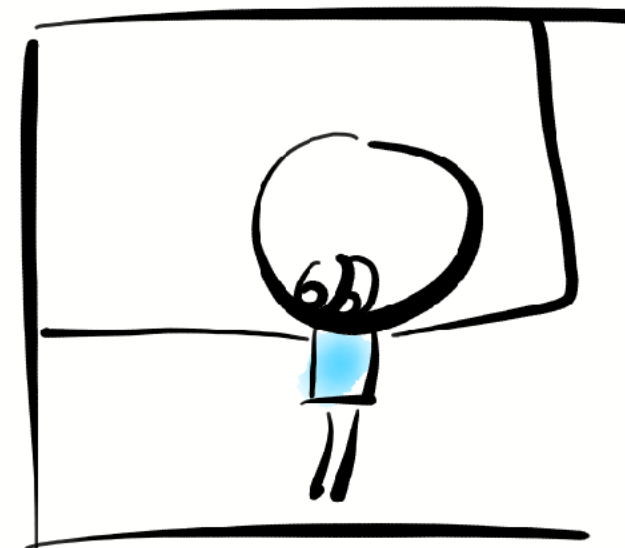
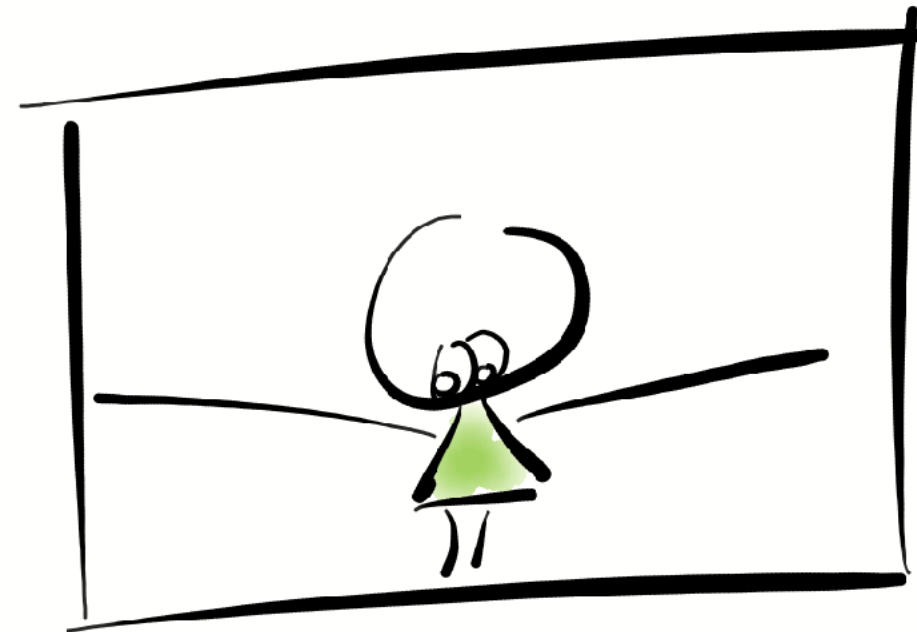
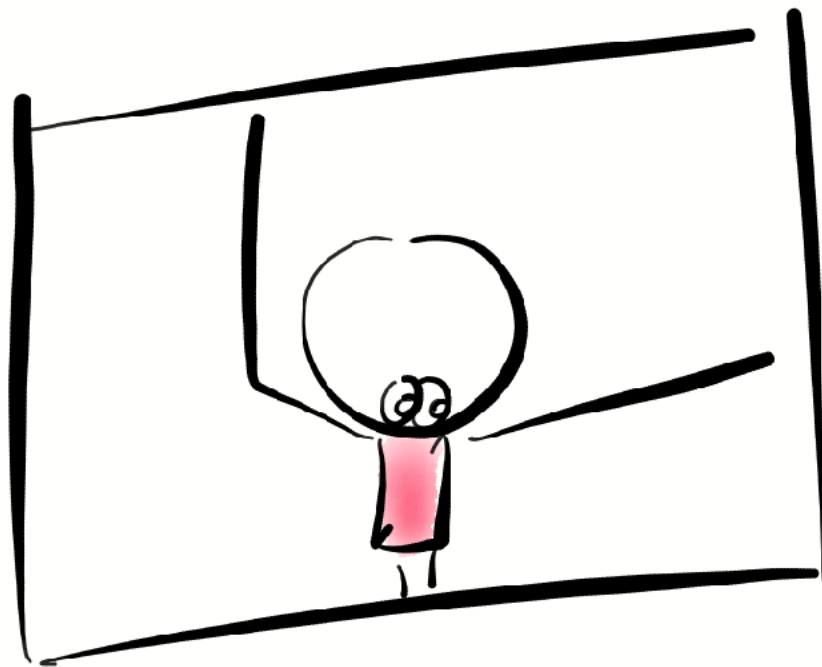
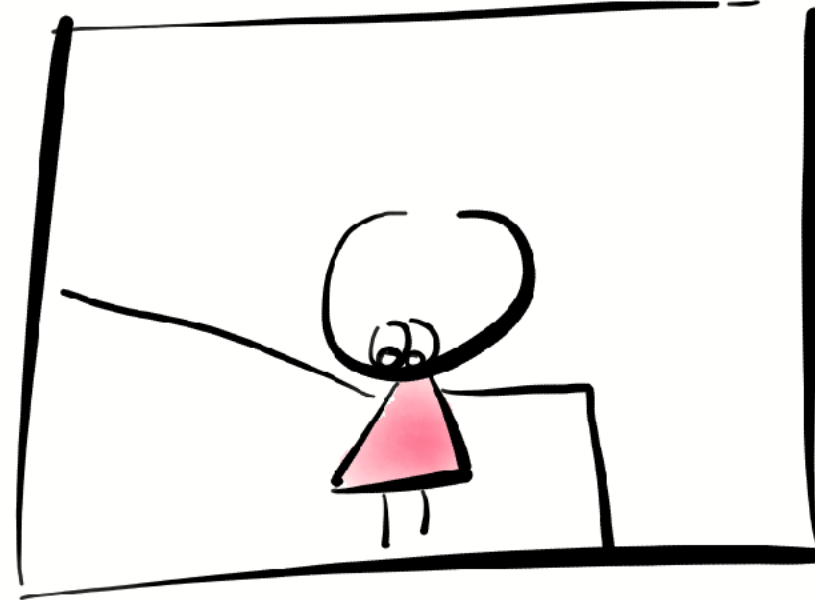
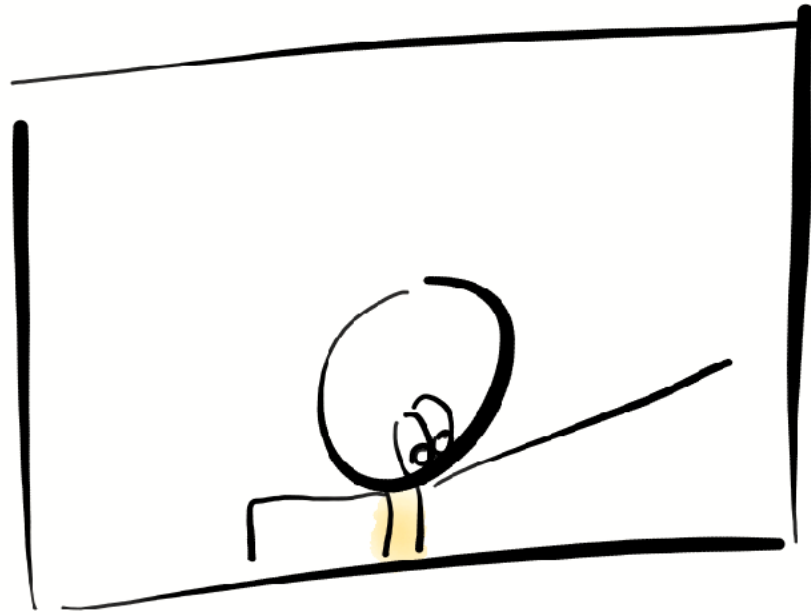
The purpose is that person 1 ask his/her challenge or question and then the other participants fire off questions (the more the better). The challenger just listens and can write down the questions. After 2 minutes, you stop and the next person shares a challenge and the same process starts.

The purpose of this method is to broaden the perspective by firing off multiple questions because they might trigger a new way of looking at the challenge.





## 19. High Five Yeah



During a webinar, we're limited by the small screens but you can use the borders of the video-screens to have a high five with a different participants. The fun thing is that the order of the screens is different for everybody. That means that you might see a certain person on your left or above you but that may be different for others.

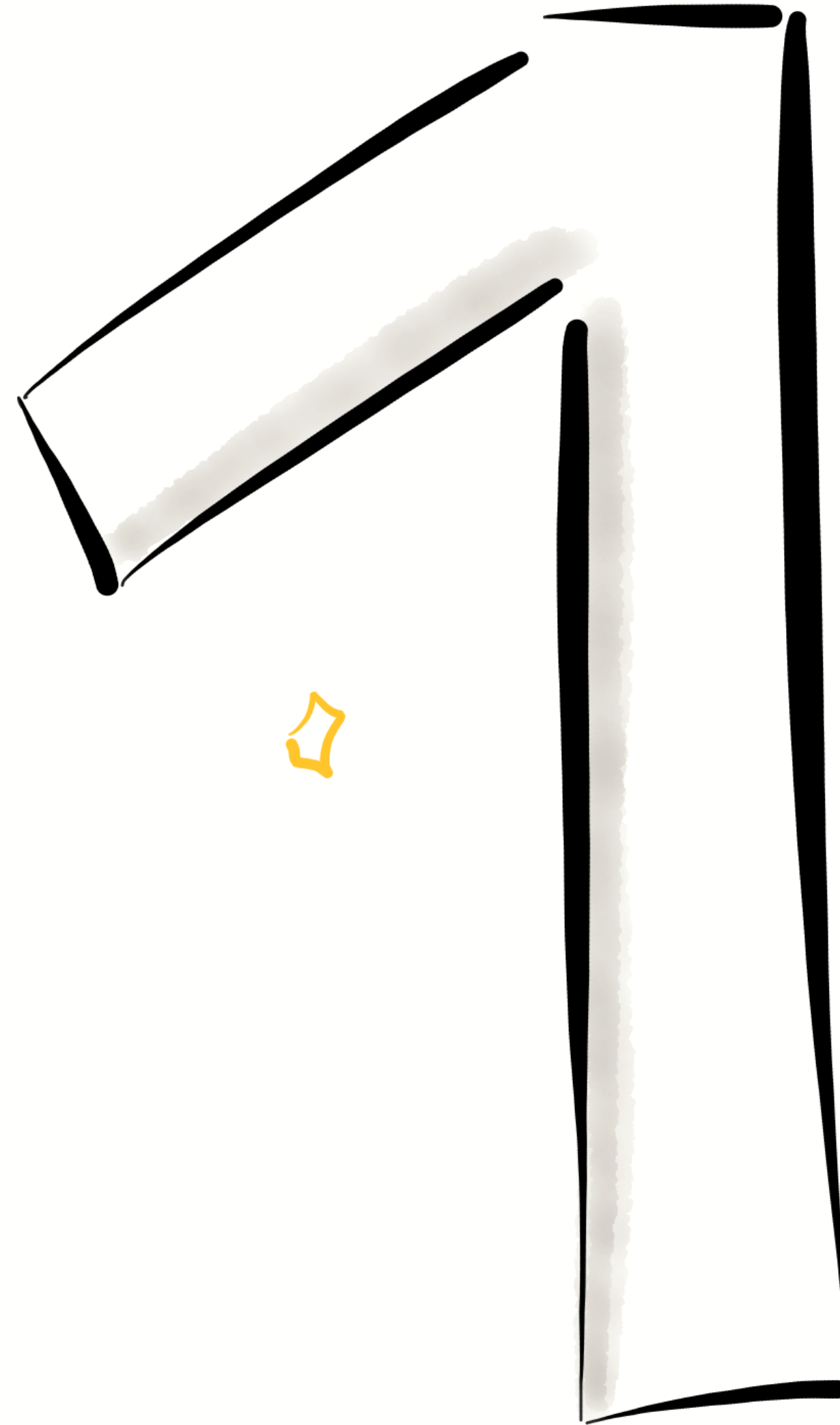
Try to 'connect' with your neighbours around you using a high five. If you have 1 high five, you shout Yeah. If you can create a double high five (both arms are linked to somebody else), then shout 'Oh Yeah'.

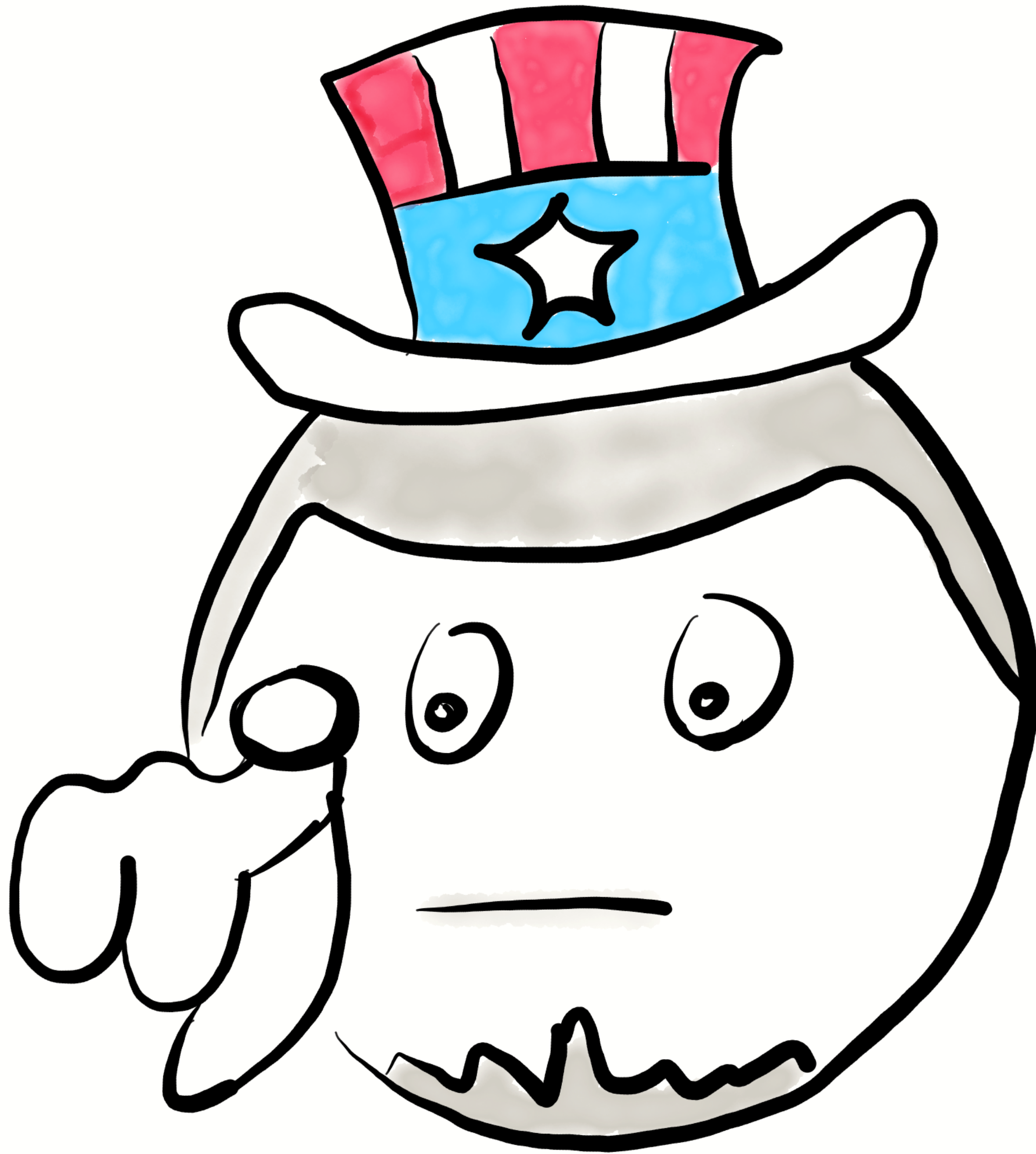
It's a fun exercise to end your session with high energy.

## 20. One Word summary

It's very simple: ask everybody to give a One Word summary of the session. You can ask every participant to share it or let them decide on the order.

If you have a large group, you can ask them to share the one word in the chat.





## 21. We need your ... CTA

Think in advance about your CTA - Call to Action. What do you want participants to do after your session?

Create a clear and urgent CTA to increase the likelihood that people will do it. (eg ask for a picture, send out a certain email, ...).

This is often the most important step but we don't think about it in advance. You don't want to miss a great opportunity to use the energy of the group at the end of the session.



21.5 Q ♀ Aaaaaaaaaa

Let people ask a question by raising  
their hand or asking it into the chat.

Any questions?



## Extra inspiration

- ◆ 7 challenges online sessions: [www.linkedin.com/pulse/webinars-ever-beat-real-life-presentations-nope-7-cyriel/](http://www.linkedin.com/pulse/webinars-ever-beat-real-life-presentations-nope-7-cyriel/)
- ◆ 50 Online Icebreakers: [brightpilots.com/icebreakers](http://brightpilots.com/icebreakers)
- ◆ More visual solutions: [visualharvesting.com](http://visualharvesting.com)
- ◆ More playful interactions: [play-break.com](http://play-break.com)
- ◆ Brainstorming tools: [miro.com](http://miro.com), [mural.co](http://mural.co)
- ◆ Wheel of Names: [wheelofnames.com](http://wheelofnames.com)
- ◆ Rebrand your links: [rebrandly.com](http://rebrandly.com)
- ◆ Download youtube movies: [videoconverter.wondershare.com](http://videoconverter.wondershare.com)
- ◆ Digital timer: [cuckoo.team/digitaleklas](http://cuckoo.team/digitaleklas)
- ◆ Online Poetic Observations & Artistic Interventions: [StienMichiels.be](http://StienMichiels.be)

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