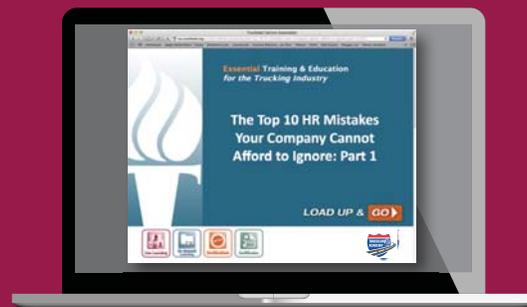


Tips for Presenting a Successful Truckload Academy Webinar



A Guide for Being an Effective Speaker

We want you to be seen in the best possible light and to earn the trust and respect of our members. Our focus and desire is to give you the support and tools you need to be an excellent webinar presenter. These tips will help you show your expertise, establish credibility, and improve your presentation.

Don't Promote Your Product or Service as Part of Your Presentation.

To put it simply, great speakers don't have to promote their products and services. They establish credibility by sharing information and educating attendees. When you focus on creating a presentation that provides TCA members with quality content they can use right away, your skills and industry knowledge will, by default, "sell" your products and services.

Appear to Be Prepared.

Even if you have prepared for your presentation, you can still appear to be un-prepared by reading directly from your slides—the best speakers don't. They use their slides as an outline of the topics they will cover. Another sign of being unprepared is appearing flustered. For this reason we do the following:

- ▶ Give you the opportunity to practice on our webinar platform so you become comfortable with the technology and confident in using it.
- ▶ Moderate the program and/or the Q&A breaks at your request so you can concentrate on the content of your presentation.
- ▶ Monitor the text chat box so you are not distracted by questions or comments from participants.

A confident speaker works a crowd, provides the appropriate bit of humor, and energizes the participants—we support you to make sure you are able to do just that!



"I want to thank the TCA Education team again for putting together the most stress-free, streamlined webinar experience for us possible. We've put on webinars with other organizations, but none have exhibited the professionalism and organization that they did—keep up the good work!"

Make Your Presentation Interactive.

As a webinar speaker you are competing for the attention of participants who may be very busy or have short attention spans. While not a unique challenge in any speaking environment, this is especially difficult for webinar speakers and presenters. The urge to read emails, surf the web, or tinker on cell phones while you are presenting is a constant temptation for most people. We have a few suggestions that will help you keep participants engaged and focused on your presentation:

- ▶ Provide two or three polling questions that are placed throughout your presentation to make the webinar interactive and draw your audience back in. Polling questions give you the opportunity to find out something about your audience. We will work with you in the creation and placement of these questions for your presentation.
- ▶ Use the webinar platform's annotation tools. The writing, highlighting, and arrow tools pull audiences to specific points on your slides to get their attention and reengage them.
- ▶ Use humor and humorous anecdotes, stories, and examples. Humor not only helps people become more engaged in learning, but the physical act of laughing energizes the body, causing it to release endorphins which makes the brain more susceptible to learning.
- ▶ Create synergy with your co-presenters and/or moderator. We provide the opportunity for you to participate in a mini "dress rehearsal" so you can view your slides, become familiar with the platform, practice transitions between speakers or between speakers and moderator, and practice moving between the different parts of the presentation: the main presentation, polling questions, and the Q&A breaks. This also gives the speakers the opportunity to become comfortable with each other and to create a dynamic that is energizing—particularly when humor is involved!

Deliver What You Promise.

Participants in education programs become dissatisfied when their expectations are not met. From conception of the topic to the execution of the actual webinar, we work with you to develop a program that meets our members' needs. Specifically we:

- ▶ Help you develop promotional copy that gets attention and accurately reflects what is going to be presented.
- ▶ Review your presentation slides in advance to provide feedback so the content is clear and matches what we promised they would learn.
- ▶ Work with you to create an engaging learning experience from start to finish so we don't experience attrition and lose participants before the end of the webinar.

By following these guidelines and working with us, together we can deliver a quality educational program for TCA members.



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Truckload Academy and Truckload Carriers Association thank you for your generous sponsorship and support!