

Uoc

How to host a webinar or online presentation

Universitat Oberta
de Catalunya

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01.

How to host a webinar or online presentation

1.1 Basic tools:

Your voice

Check the microphone is picking up what you're saying. We recommend using a headset for better sound quality and to privately receive instructions from the technical support specialist.



Your image

Sit in front of the **webcam**, frame your head and shoulders in the centre of the shot and don't zoom in too close. Remember there won't be much room for gesturing during the presentation.

The screen

To hold viewers' attention, stay framed in the centre and look at the camera when you're live. If participants can see you, avoid looking down or anywhere else as far as possible.



1.2 Webinar composition

Combine the elements you have available

Sit in front of the **webcam**, centre the image and combine the various formats, as shown below, for an attractive, flowing presentation.

Voice + webcam image*



* **Voice + webcam image:** recommended for combining with PPT, as the audience can see there's a presenter, not just a voice-over and a PPT presentation.

Voice + screen share**

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Conclusiones: "5" Estrategias clave en la docencia en línea

#1 Estrategia de comunicación e interacción

- Favorecer la interacción social continuada
- Sentimiento de pertenencia de comunidad, grupo
- Espacios compartidos permiten reconducir las consultas

#2 Estrategia de planificación y gestión

- (Re)planificar tareas
- Gestionar eficaz y eficientemente el tiempo
- Gestionar eficaz y eficientemente la información digital



Moderador de las interacciones

Organizador del tiempo y la información

Voice + screen share + modified webcam image

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Principales herramientas (I)

Gestión de contenidos	Comunicación Personal /Social
<p>Buscadores: DuckDuckGo, Google Académico, Qwant, Pixabay, CC Search</p> <p>Curadores de contenidos y agregadores: Pinterest, Paper.li, Flipboard, Scoop.it, list.ly, Wakelet, Feedly, QuiteRSS</p>	<p>Comunicación personal Mensajería instantánea: Slack, WhatsApp (también videoconferencia), Telegram, Hangouts (también videoconferencia) Videoconferencia: Jitsi Meet, OpenMeetings, BigBlueButton, Zoom, Avaya Spaces for Free, Skype, Houseparty, Hangouts Meet</p> <p>Comunicación Social Blogs: Blogger, Wordpress, Edublogs (basado en Wordpress) Microblogging: Twitter Redes sociales: Facebook, Instagram, LinkedIn, Pinterest</p>



**** Voice + screen share:** recommended for workshops, for showing how to use a tool and for presenting visuals or graphic information. Don't use PPT as a script or to read from: it should complement your presentation.

1.3 Making a request to host a webinar or online presentation

The **event organization process** remains the same:

If you need to do an **activity as a webinar**, you must confirm this **when planning** events with the Event Coordination and Protocol Office (OCAP).

Include the webinar request on the new activity notification **form**.

Based on the features of the webinar, OCAP will advise you on the most appropriate platform and, if necessary, will assign you a technical support specialist.

02.

Your presentation script

Divide the information into blocks and subsections. Keep the **composition** in mind for each part.

If your webinar requires **external assistance**; **go over the script** and **composition** with the **person who will provide the support**.

The recommended length for a webinar is 20-30 minutes for the presentation + 30 minutes for questions, discussion or doubts.*

* Videoconference presentations can be denser than on-site presentations; keep them simple. Don't try to engage your audience for longer than 50-60 minutes.

2.2 Graphic branding guidelines

Chyron at bottom of screen





Nati Cabrera
Directora del màster d'Avaluació i Gestió de la Qualitat de l'Educació Superior



Maite Fernández-Ferrer
Profesora de los Estudios de Psicología y Ciencias de la Educación



Maite Fernández-Ferrer
Profesora de los Estudios de Psicología y Ciencias de la Educación




Nati Cabrera
Directora del màster d'Avaluació i Gestió de la Qualitat de l'Educació Superior

Chyron colour: #73EDFF
Opacity: 70%
Width: 1920px
Height: 114px

Typeface (name): UOC Sans Bold
Height 48px
Left alignment
Colour: #000078

Typeface (role): UOC Sans (non-bold)
Height: 48px
Left alignment
Colour: #000078

Header or main idea



A video call frame featuring Nati Cabrera. She is a woman with long, wavy brown hair and glasses, wearing a dark jacket over a patterned shirt. She is speaking and looking towards the camera. The background shows a whiteboard, a desk with a calendar, and a potted plant with red flowers. The UOC logo is visible in the top right corner.

La UOC va néixer al mateix temps que internet fa 25 anys, en format totalment digital

Nati Cabrera
Directora del màster d'Avaluació i Gestió de la Qualitat de l'Educació Superior



A video call frame featuring two participants. On the left is Nati Cabrera, the same woman as in the previous frame. On the right is Maite Fernández-Ferrer, a woman with long dark hair wearing white earbuds, sitting in front of a bookshelf. The UOC logo is visible in the top right corner.

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Nati Cabrera
Directora del màster d'Avaluació i Gestió de la Qualitat de l'Educació Superior

Maite Fernández-Ferrer
Profesora de los Estudios de Psicología y Ciencias de la Educación



DEEP LEARNING EN EL AMBITO DE LA IMAGEN MEDICA. PROBLEMAS ESPECIFICOS:

- Escasez de datos etiquetados. Debido principalmente al hecho de que el etiquetado debe de ser realizado por expertos. Es además una tarea minuciosa que consume mucho tiempo de estos profesionales.
- Muchos datasets están desbalanceados. Por ejemplo en el caso de muestras histológicas de cáncer es habitual disponer de muchas más muestras sanas o negativas que muestras positivas donde este presente la enfermedad.

male 50% female 50%

Negatives = Positives
Balanced

normal genes 90% oncogene 10%

Negatives > Positives
Imbalanced
- A estos problemas se añaden otros relacionados con la privacidad de los datos y el coste de adquisición, de anonimización y de etiquetado por expertos.

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Background colour: #000078

Opacity: 100%

Width: 1920px

Height: 98px

Typeface: UOC Sans Bold

Height: 65px

Centre alignment

Colour: #FFFFFF

2.3 Use of corporate backdrops

If the place where you're filming could distract viewers' attention, and if your software lets you change your background, you can use one of our corporate backdrops.

If your software lets you blur your background, this is also a good option.





03.

Managing user participation

Question time

Hold the Q&A at the **end** of the presentation. Questions should be submitted **in writing** via the **chat**.

Chat moderator

It is best to assign at least one person to **collect, order, identify** and **filter** the questions, to aid the speaker. The chat moderator or moderators don't necessarily have to be activity moderators: they can work behind the scenes and pass the questions on to the moderator or the speakers via a shared file in Google Drive.

User participation and interaction

Small groups taking part via videoconference (except streaming or tools that do not enable participation) may intervene, but participation must be **moderated** and speakers must **request the floor**. When one person is speaking the rest must be on **silent**.

To hold people's interest and attention, do not use the chat for debate during the presentation. If you need to hold a simultaneous debate, use social media, such as Twitter, which will also publicise the session. We recommend a moderator for each task.

04.

Basic requirements

Location

Find somewhere quiet with a clean background and no elements that could be distracting to viewers.

Lighting

Ensure there's enough light for a good picture on the webcam and that there's no strong backlighting casting you into shadow.

Staging and positioning

Frame yourself in the centre of the shot and stay as still as you can. Look into the camera and try not to look at your notes or anywhere else. You're addressing an audience and you need to hold their attention.

Complementary material

When giving a PowerPoint presentation or using another format (e.g. PDF), don't fill your slides with text. Use font size 16 or larger and put information on two slides if necessary. Use pictures and graphics to aid your presentation. Keep texts short.

**More information:
find these and more tips in detail by
following [this enllaç](#).**

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