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KnowledgeVision Edition



Online Presentations

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- Reuse existing video and other content effectively
- Choose your best online presentation tools

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KNOWLEDGEVISION[®]
The Leader in Online Presentation Technology

Brian Underdahl
Michael Kolowich



About KnowledgeVision

KnowledgeVision is single-mindedly focused on making online video work harder:

- To make it perform better as a content marketing tool.
- To make it more impactful as a sales tool.
- To make it more engaging as a learning tool.
- To make it more effective as a corporate communications tool.

Clients all over the world use KnowledgeVision's tools to create synchronized online video and audio presentations that combine their best communicators with PowerPoint slides, web pages, applications, and supplemental material, and make them available from web browsers and mobile devices anytime, anywhere. Visit www.knowledgevision.com for a demonstration and dozens of examples.

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**by Brian Underdahl and
Michael Kolowich**

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Online Presentations For Dummies® KnowledgeVision Edition

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Introduction

Are you trying to make a stronger impression with your organization's online content? Would you like to take your message to the next level? How about going beyond simple, static web pages that don't really grab the attention of potential clients or customers? In today's world where it seems like virtually everything is online, you need to raise your game to meet the expectations of visitors. Interactive online presentations that include many different visual and audio elements may be just what you need to grab that attention and to make sure your voice is heard above the crowd.

About This Book

Online Presentations For Dummies, KnowledgeVision Edition shows you how to take advantage of the latest tools so that you can reuse, repurpose, and reinvent many of your existing assets into compelling online experiences. This information will make sure your organization's story will reach your desired audience in a way that's clear and memorable.

How This Book Is Organized

This book is divided into seven chapters.

Chapter 1: Understanding the What and Why of Online Presentations

Chapter 1 takes a look at how and why business presentations are making the important leap from being a tool limited by time and space considerations into globally available ambassadors spreading your business' message. The chapter also discusses the online presentation medium that is the current favorite — the online slide deck.

Chapter 2: Uploading Your Presentation to the World

Chapter 2 takes a look at how you can begin sharing business presentations online. The best, most compelling story in the world means nothing if it is hidden away where no one will ever see it.

Chapter 3: Audio Narration: Can You Hear Me Now?

Chapter 3 takes a look at how you can greatly enhance your online presentations by adding audio narration. You'll see how you can engage your online audience by adding that all-important audio element because a silent slide deck presentation leaves too much to the imagination.

Chapter 4: Video Synchronization: Seeing Is Believing!

Chapter 4 takes a deeper look at the impact that adding the third type of online presentation element — video — can have, how you can create your video content, how to make certain that your presentation is engaging, and also reveals some handy tools and tricks you can use to enhance your online video presentations.

Chapter 5: Chapters, Footnotes, and Widgets: Putting It All to Work

Chapter 5 takes a look at some of the extras that you can use to enhance your online presentations and to get better results from them. Your online video presentations may look complete, but a few extra touches could be all that it takes to greatly improve their impact and effectiveness.

Chapter 6: Track and Act: Turning Views into Insight and Action

Chapter 6 discusses methods you can use to turn tracking data into truly useful, actionable information so that your online presentations help you reach your goals and to turn that information into action.

Chapter 7: Ten Ways to Make Your Online Presentations Sizzle

Chapter 7 shows you ten ways you can make your online presentations really hit the mark with your audience.

Icons Used in This Book

This book uses the following icons to call your attention to information that you may find helpful in particular ways.



The information in paragraphs marked by the Remember icon is important and therefore repeated for emphasis. This way, you can easily spot the information when you refer to the book later.



The Tip icon indicates extra-helpful information.



This icon marks places where technical matters, such as pixels and whatnot, are discussed. Sorry, it can't be helped, but it's intended to be helpful.



Paragraphs marked with the Warning icon call attention to common pitfalls that you may encounter.

Where to Go from Here

Hey, it's your book so dive in anywhere. No, seriously. You can thumb through the book anywhere you like, skipping around here and there. Or, you can read it straight through from front to back, if you prefer. Either way, you can set it on your shelf and go back to it at any time you want.

Chapter 1

Understanding the What and Why of Online Presentations

.....

In This Chapter

- ▶ Understanding the importance of business presentations
 - ▶ Making your presentations available anytime, anywhere
 - ▶ Looking at the types of online presentations
 - ▶ Using online presentations for marketing
 - ▶ Providing online learning
-

PowerPoint and similar presentation tools have taken their place as some of the most fundamental communication tools in business. Organizations of all sizes have dozens if not hundreds of presentations that tell the story of the company, its products, its technologies, its ideas, its customers, and its applications. Covering marketing, sales, training, and investor relations, business presentations structure and organize any organization's most basic knowledge so that it can be communicated memorably to customers, prospects, employees, or investors.

This chapter takes a look at how and why business presentations are making the important leap from being a tool limited by time and space considerations into globally available ambassadors spreading your business' message.

Understanding How the Business Presentation Became a Really Big Deal

Microsoft once estimated that 500 million PowerPoint users give 30 million business presentations every day. That's 21,000 a minute! No other visual communications medium is so ubiquitous in business.

Every organization has people who know how to tell their stories powerfully, persuasively, and memorably because those stories matter. And they often illustrate their stories with presentation slides.

Nowhere is the power of storytelling more compelling than when the person telling the story is a true insider, such as the person behind a product, technology, or concept. First-hand testimony gives presentations a level of impact and memorability that's difficult to replicate any other way — even in writing.

Because a good storyteller can be so effective in getting your company's message across, business presentations have become one of the most important tools you have. Quite simply, those presentations are now a virtual requirement if you want to succeed in today's business climate.

Delivering Presentations in a Connected World

Unfortunately, corporate storytellers have day jobs, too. The more powerful their stories, the more times the storytellers are asked to tell and retell those stories. When these storytellers become too busy or simply move on to other things, you need a way to encapsulate their knowledge and presentation power. Standalone, unnarrated PowerPoint slide decks won't cut it because too much of the story is simply missing.

In a global, connected world, you need a way to preserve and distribute the substance and spirit of these important corporate stories and the people behind them. For many marketing and corporate learning applications, these presentations and stories are the most powerful content you can have.

That's where the always-available online presentation comes in. Although you (and your favorite corporate storytellers) probably can't be ready to present 24 hours a day, seven days a week, your online presentations can always be ready for action. If a potential customer half way around the world wants to learn about your products or services *right now*, your online presence in the form of an interactive, engaging presentation can handle the task — and you won't even have to overdose on extra strong coffee to make sure the presentation comes off without a hitch!

Understanding Basic Types of Online Presentations

An online presentation is a type of content that brings the traditional business presentation to an anytime, anywhere environment online. Online presentations can take several different forms. In many online presentations, slides are just the start. You can add audio or video, web pages, images, forms, links, documents, transcripts, and social media feeds into a single interactive viewer.

There are three types of online presentations in common use today:

- **Online slide decks:** These are the most widely used but least sophisticated online presentation medium. Essentially, online slide decks are simply PowerPoint presentations that have been uploaded to a website and placed in a simple viewer. The leader in this medium is SlideShare, which is essentially a “YouTube for Presentation Decks.” This platform, recently acquired by LinkedIn, is a simple way of uploading PowerPoint decks and making them discoverable by an audience of 60 million visitors per month.

- ✔ **Narrated audio presentations:** Adding audio narration to presentation slides represents a substantial step up in online presentation experience. It's remarkable what a difference the speaker's voice can make! The principal mode for most webinars is audio over slides. In fact, most narrated online presentations are simply recordings of webinars that were originally live events. Because most webinars are in a one-hour format, this tends to burden the resulting audio presentation with a longer, more deliberate format and often means that there's a great deal of housekeeping overhead that's associated with a live event.
- ✔ **Interactive video presentations:** As engaging as audio-narrated presentations are, nothing compares to the total multimedia experience of the interactive video presentation. Storytellers' communication tools, from their facial expressions, their gestures, their props, and even their interactions with a live audience, are on full display in a video presentation. Video presentations are more visually interesting and engaging, and convey authority, expertise, and personal connection in a way that the "disembodied voice" of an audio-narrated presentation cannot.

Each type of online presentation has its strengths and benefits and, therefore, should be part of a content portfolio. The difference among the three types is in the richness of the media experience, the level of interactivity offered to the viewer, and the trackability and value of the data that's generated every time a viewer interacts with the material.

Distinguishing between Online Presentations and Online Meetings

Online presentations are often confused with online meetings and webinars. Online meetings and webinars are live interactions that are typically accomplished with screen-sharing software like GoToMeeting or WebEx. Typically, these sessions connect a relatively small number of participants with both visual and audio tools. Unless they're recorded, they can't be viewed again.

The online presentations we discuss in this book, on the other hand, are durable pieces of content that can be edited, enhanced, updated, and accessed anytime, anywhere, and on-demand. They are a critical element in any comprehensive content program.

Marketing with Online Presentations

One of the most important trends in business-to-business sales and marketing is the desire of business buyers to self-educate before they enter the active sales process. According to a DemandGen Report study in 2011, 77 percent of B2B buyers don't talk to a salesperson until they've conducted independent research.

The Sales Executive Council found that business buyers are 57 percent of the way to a buying decision before they're willing to talk to a sales rep and consumers aren't far behind business buyers in that regard.

The way they get there? Online content.

Good content marketing programs are the fuel that moves prospects down the sales funnel. At every level of the sales process, interactive online presentations are a valuable tactic for creating the kind of engaging content that advances understanding and engagement with B2B products and services:

- ✔ **For demand generation:** Short overview presentations and thought-leadership pieces attract prospects early in the process, while on-demand webinars produced as online presentations can offer a distinctive, informative experience for new buyers.
- ✔ **For lead nurturing:** Longer-form content can explain your products, features, and applications more completely to buyers as they consider your product. The richer experience will set your company apart. You can embed your online presentations on pages that are trackable by your marketing automation system, and use analytics to help prioritize leads who are spending more time with your content.

✓ **For sales enablement:** Detailed presentations on your technology and product features can help a salesperson with the final stages of the sales process. These presentations can be stored just a few clicks away in a library within your CRM, such as Salesforce.com.



Get your company's best subject-matter experts to give a 10- to 15-minute version of the presentation they're called on to give frequently; they'll thank you when they can go back to doing their day job!

Learning with Online Presentations

e-Learning content already exists in most organizations. Everywhere we look, content is begging to be captured and put online. Every time an executive keynotes a conference, a techie gives a chalk talk, a product manager briefs a sales team, or a manager hosts an orientation, valuable content is being created. The trick? How to capture, enliven, deploy, and track it for internal or external audiences.

Interactive video presentation tools make it easy to capture your organization's best presentations and most engaging storytellers, turning them into rich, interactive learning content that's always available 24/7 from any browser or mobile device. And the best of them, like KnowledgeVision, connect presentation content easily to your Learning Management System, by using the SCORM content standard.



When your company is spread out globally across a dozen time zones, communicating important company-wide or division-wide messages becomes more difficult—especially when you want to use the power of video. The interactive video presentation is a great way to make both live and on-demand versions of important announcements and updates that need to be seen around the whole company. There are plenty of ways to keep e-Learning content private and proprietary where appropriate. And advanced analytics can keep track of who watched, when they watched, and how much they watched.

Chapter 2

Uploading Your Presentation to the World

.....

In This Chapter

- ▶ Making your slides available
 - ▶ Getting your presentation ready
 - ▶ Explaining about your story
 - ▶ Presenting a good story
-

If you have a story to tell, you want to be able to share that story with other people. The best, most compelling story in the world means nothing if it is hidden away where no one will ever see it. In today's world, people and organizations have a medium for sharing stories unlike anything that has existed in the history of the world — the Internet.

This chapter takes a look at how you can begin sharing business presentations online so that the whole world — or at least your target audience — can see and hear your organization's story. And it also shows you when and how to restrict presentations to a more select and private audience.

Sharing Your Slides in Public

As mentioned in Chapter 1, there are three basic types of online presentations — online slide decks, narrated audio presentations, and interactive video presentations. Although online slide decks are the least sophisticated of the bunch, they're also the most common type of online presentation so we'll begin the discussion with them. You can find more about

the other two more powerful types of online presentations in the later chapters.

Slide decks — more commonly called PowerPoint presentations even though PowerPoint isn't the *only* way to produce slide shows — are one of the most popular tools in business today. Business leaders all around the world use slides to illustrate their talks and to put across the story they want to tell.

But even though slides are extremely popular with presenters, it's still true that a single presenter giving a live presentation — even one that uses slides — is limited in the size of the audience he or she can reach. It's simply not practical for a presenter to be available on a moment's notice, 24 hours a day, seven days a week, in case someone wants to view their presentation *right now!*

One solution to the problem of figuring out how to make your slide shows available any time, anywhere is, of course, to put the show online. The Internet is almost always available, so if your presentation is online, people can view the presentation when they want without worrying about the presenter's schedule.

Just as YouTube has become the place where people go for their daily cute cat video fix, a site called SlideShare (www.slideshare.net) has become the leader in hosting online slide deck presentations. Figure 2-1 shows an example of how a presentation appears on SlideShare.

There's nothing particularly sophisticated about SlideShare. It doesn't handle any animation elements on the slides, for example. And the presentation player only gives you forward and backward controls.



Most presentations are designed to be accompanied by a live speaker who tells the stories behind the illustrations and charts, so online slide deck presentations often leave a “You had to be there” impression. If the viewer can't get the whole story from the content that is presented on the slides, they're not going to be very satisfied with the experience.

Even with the relatively simple nature of SlideShare, you can't argue with the reach and simplicity of the SlideShare upload — especially for some demand generation applications. After all,

SlideShare has its own search engine and also is crawled regularly by more conventional search engines, such as Google and Bing.



Figure 2-1: A SlideShare presentation.

SlideShare is often used as a convenient way to distribute copies of a slide deck after a public presentation: instead of making a PDF and mailing it around, speakers simply upload the deck to SlideShare.

Using SlideShare is simple and free. Do the following:

- 1. Create a personal SlideShare account.**
- 2. Choose the PowerPoint slides you want to upload and wait a few minutes for it to be converted to a web format.**

3. Click **Add Details** to refine the title, add a description, and tags.
4. Choose how you want to share it with the world.



As a speaker, you can develop a following of fans that are informed anytime you upload something new.

Preparing Your Presentation for Prime Time

Most content marketers find that many presentation decks uploaded to SlideShare can be incomprehensible to the viewer — especially when they employ the more minimalist approaches of large images and few words. Such presentations need to be rewritten extensively for SlideShare because text and bullet slides need to be substituted for the absence of a speaker in order to get the message across.

You may also find that adding call-outs to illustrations — that is, text boxes that point to and explain parts of the illustration — may be necessary to substitute for the pointing and explaining that a live presenter might normally do.



If your presentation has speaker notes that are used to help guide you during a live presentation, your slide deck probably is lacking some vital information that a viewer needs to understand the presentation. Don't assume that viewers will be able to fill in the gaps unless you figure out a way to include that missing information in your slides.



Before you upload a PowerPoint deck to SlideShare, share it with someone who isn't familiar with the original presentation. That person should be able to give you feedback to help you identify places where the slides alone aren't quite clear.

Getting the Word Out

If you're going to go through the effort required to produce an online presentation, you want people to be able to find that

presentation easily. Online presentations can be embedded on a webpage or shared by using e-mail or social updates. Unlike the one-shot live event or webcast, they are also available online, at any time, from any browser or mobile device, anywhere in the world.

Obviously you want to make sure that Internet search engines, such as Google and Bing, can find your online presentations and that you've tagged them with the appropriate keywords. But don't just adopt a "build-it-and-they-will-come" attitude. Be proactive in using the built-in tools that your slide-sharing applications offer, sharing the links on Facebook, Twitter, and LinkedIn, just for starters.

Online presentations are stored on the Internet "in the cloud." This online presence makes it possible for those presentations to be used in many different marketing and learning applications, such as on websites and blogs, in e-mail campaigns, and in Learning Management Systems and other types of content catalogs. Take advantage of as many of these venues as appropriate to get the word out to your intended audience.

Making Your Story Flow

A common mistake that people make when using a slide sharing service is that even without a presenter, a presentation must advance a story. A slide deck that consists merely of charts and statistics may convey a lot of data, but does it motivate an audience?

We create presentations not only to inform but also to persuade. Try starting every presentation design effort with the question, "What do I want my audience to do or how do I want my audience to think differently when I'm finished?" After you've established the answer, it should guide the way that every slide in the presentation advances the argument.

When you're using a slide upload service, such as SlideShare, it's even more important to ensure that the slides themselves make the case for you.



Want to see a really good presentation on storytelling? One that uses SlideShare in a very clever and persuasive way? Go to this link on SlideShare, and read through Claudio Perrone's deck, "Storytelling Techniques for Crafting Outstanding Presentations" (www.slideshare.net/cperrone/outstanding-presentations-4351640).

Making a Private Presentation

Not every presentation you create should be open to the world. Corporate training, for example, needs to be shared only with people in the organization because it may contain trade secrets and other private elements that are not public information.

In this case, you should become familiar with the privacy controls in any online presentation system you use. Make sure that you know how to share presentations only with certain groups of people. You may want to consider taking it offline onto your company's secure intranet servers.



The paid version of SlideShare called SlideShare Pro, offers privacy controls for uploaded presentations; otherwise, you should know that all your presentations are indexed and in the public domain! Other free options exist, like Google Drive, for uploading and sharing presentations with much more control over who sees them and under what conditions.

Chapter 3

Audio Narration: Can You Hear Me Now?

In This Chapter

- ▶ Understanding why narration matters
 - ▶ Finding good narration tools
 - ▶ Making it more than slides
-

When the very first motion pictures were filmed over 100 years ago, the mere fact that the pictures moved and looked real was enough for most audiences. After all, no one had ever seen what appeared to be live action projected onto a screen before. Soon, though, people wanted more. Movie theaters hired piano players or even full orchestras to provide background music to enhance the movie going experience. But the days of the silent movie were numbered and “talkies” became the expected standard. In many ways, the path of online presentations has paralleled that of the movies and now a silent slide deck presentation often feels hollow and incomplete.

This chapter takes a look at how you can greatly enhance your online presentations by adding audio narration. You find out how it’s possible to engage your online audience by adding that all-important audio element.

Understanding the Importance of Narrating Your Slides

Over the years you've probably seen your share of great, effective PowerPoint slide shows. When the show is informative and engaging, you come away feeling like it was worth your time to sit and watch.

Now think back to those great slide shows and think about how much the presenter added to the experience. Would the show have been as interesting if the presenter had remained silent and simply advanced the slides at regular intervals? Doubtful.

Remember the silent movies mentioned in the introduction to this chapter? The silent film era movie producers clearly understood something that many slide show producers have forgotten — you need to tell the whole story. Viewers shouldn't be left to fill in the blanks with what they assume is missing. The old silent movies filled in for the lack of spoken dialog by including on-screen captions.

When the silent movie era ended the on-screen captions went away because with spoken dialog those captions simply were no longer necessary. Viewers could get the whole story by listening as they watched the movie. Likewise, adding spoken narration to your online slide show presentation enables viewers to get your whole story.

Introducing Narration Tools Anyone Can Use

A new generation of software and online tools makes it easy to create, share, and track audio-narrated online presentations (see Figure 3-1). The most prominent among these tools are KnowledgeVision's KVStudio, Knovio (a free, limited version of KVStudio), and Brainshark.

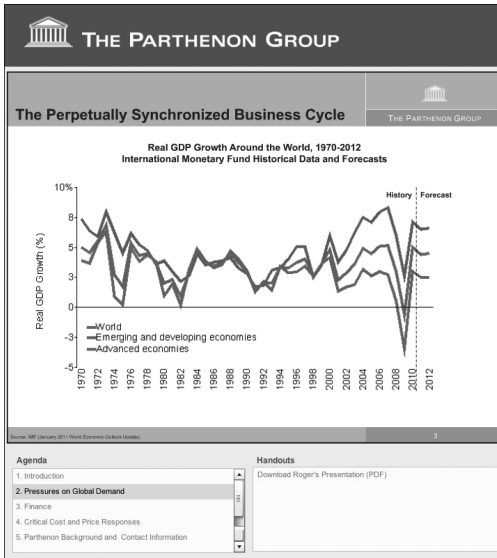


Figure 3-1: Adding voice brings more context to your online slides.

No matter which of these three tools you have, you use a similar production process to create an audio-narrated online presentation:

- 1. Select a presentation file from your hard drive and upload it.**
- 2. Open the synchronization tool.**
- 3. Speak the words that accompany the presentation slides, using a microphone or (in Brainshark's case) a telephone handset.**
- 4. Advance the slides in synchronization with the narration.**

When you're finished, you have a link you can paste into e-mails, blog posts, and web pages, and a few lines of computer code called an *embed code* that you can hand over to your webmaster to place the presentation on any of your web pages or marketing landing pages.



The most sophisticated audio-narrated presentation tools allow you to upload an audio file to be synchronized to the slides, as well as recording the narration directly into the software. This ability to upload an existing audio file is useful when you have a recording of a live presentation that might have originated at a conference, for example, and want to turn it into an online presentation.



One of the most common mistakes with any kind of audio-narrated presentation is to use a sound track that is not crisp and clear. For example, many audio presentations use sound that is recorded over a telephone or with an omnidirectional microphone that picks up as much room noise as it does sound from the presenter. When there is no video, the audio quality of narrated online presentations is absolutely critical. A good-quality lapel microphone on the speaker ensures that listeners' patience and ears aren't tested during the course of a presentation.

Going Beyond Just Slides

All audio narration tools are not the same. Some of them, such as KnowledgeVision's KVStudio, enable you to create presentations that are much more engaging and interactive by adding features to the presentation player, such as chapters, dynamic footnotes, searchable transcripts, and social media feeds.

I cover the value of these extras in Chapter 5, but adding navigation and reference links to an online presentation draws viewers in, holds their attention longer, and prompts them to act more persuasively than a plain presentation.



Both KnowledgeVision and Brainshark allow you to upload a PowerPoint slide deck complete with animations and to synchronize that presentation with the audio track to give a reasonable replica of the presentation experience. Viewers won't be able to see the presenter, of course, but at least they'll hear the whole story and won't be left to fill in the blanks due to not being able to hear the presenter's comments.

Although they take more work than simple SlideShare uploads, audio-narrated presentations offer a much more engaging experience to the viewer, and are quite appropriate for lead-nurturing, sales enablement, and corporate learning applications.

Chapter 4

Video Synchronization: Seeing Is Believing!

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In This Chapter

- ▶ Finding out how video adds impact
 - ▶ Creating your video content
 - ▶ Ensuring the audience is engaged
 - ▶ Getting the best out of your presenter
-

Now it's time to have a deeper look at the third type of online presentation that was briefly mentioned in Chapter 1. Interactive video presentations represent the most sophisticated form of online presentation, and give the content creator the most options to create an engaging experience.

This chapter takes a look at the impact that adding video can have, how you can create your video content, how to make certain that your presentation is engaging, and also takes a look at some handy tools and tricks you can use to enhance your online video presentations.

Understanding the Impact of Adding Video

You've probably attended webinars where all you see are slides, accompanied by a disembodied voice. That's fine in small doses, but we as human beings are "wired" to take in communications in a different way. A big part of storytelling and persuasion is in the facial expressions, gestures, body language, and props used by the storyteller.

That's why, of all the types of content being used in online presentations, the one that consistently performs at or near the top of the list is video. For example, research shows:

- ✔ Video helps get e-mail messages opened more often.
- ✔ Video increases click-throughs.
- ✔ Video delivers a more memorable message.
- ✔ Video connects a viewer more closely to the people and personalities in a company that wants to sell or teach them.

In light of this mounting evidence, it should not be surprising that many surveys of annual video spending are showing large increases across the board, from marketing to learning to corporate communications. Yet a consistent complaint from content creators is that they just can't produce as much video as they'd like to. In other words, organizations are running into some very real barriers to realizing the full power of video, especially for smaller-scale applications like B2B marketing.

That's where online video presentations come in. Online video presentations can be produced at a fraction of the cost and time of a conventional video. The cost savings come about because the video requirements for an online presentation are much less demanding than a conventional video, which must use editing, multiple cameras, and video overlays to keep the attention of the viewer.

In an online presentation, much of the heavy lifting comes from the slides themselves, while the accompanying video can be much more modestly shot.

An online video presentation consists of four basic elements:

- ✔ Streaming video, typically a close-up of a person making a presentation.
- ✔ Presentation slides, timed and synchronized to match the streaming video.
- ✔ Controls that allow a viewer to navigate to different parts of the presentation.

- ✓ A player that brings all these elements together, and which may add additional interactive elements, such as a chapter list, thumbnail images of the slides, searchable transcript, footnotes, or social media feeds.

Figure 4-1 shows a full online presentation with video synchronized with PowerPoint slides, as well as chapters that expose the navigation to the end user (see Chapter 5 for additional information about chapters). This presentation was created with KnowledgeVision’s KVStudio, which offers the most comprehensive set of capabilities for building online presentations with video.

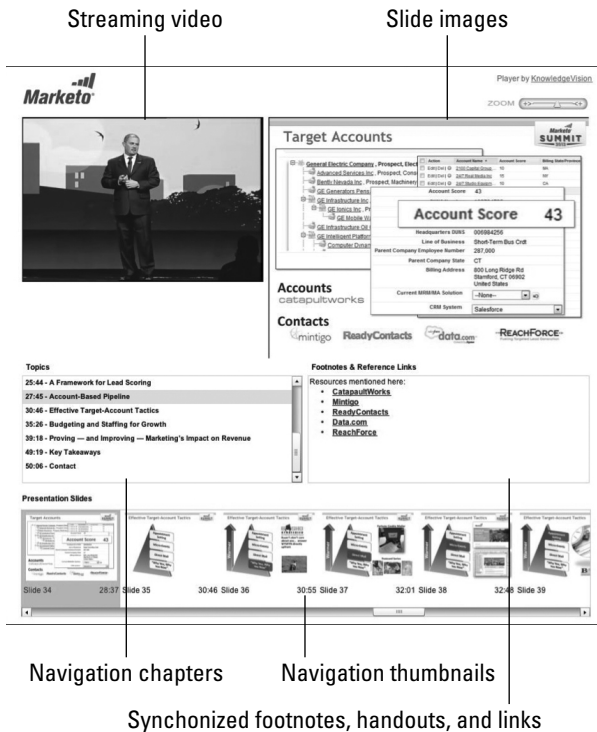


Figure 4-1: An online presentation that includes video in addition to slides.

The best online presentation tools allow for the broadest possible range of player designs. For example, the video could be to the right or left of the slides. Or the slides could be stacked on top of the video. Most often, a top-notch video

presentation tool will offer many templates and a way to customize those templates to the dimensions, colors, and needs of your particular website and application.

Making an Online Video Presentation

Whether you're creating video online presentations for marketing, learning, or corporate communications, the process for creating a video presentation is very similar:

- 1. Start a video online presentation tool, such as KnowledgeVision's KVStudio.**
- 2. Choose and upload a presentation file (such as a PowerPoint presentation) or a series of image files.**
- 3. Choose and upload a digitized video file of the presenter.**
- 4. Watch the video, marking the exact moment in the video you want each slide to change.**
- 5. Enhance the presentation, as desired, with chapter titles, timed reference notes, downloadable handouts, and other materials.**

An important decision you need to make in building your online presentations is whether you'll be creating presentations from scratch or whether you'll reuse and capture presentations and videos that already exist in your organization.

Reusing existing presentation content

You may be surprised at the amount of video you already have that you can reuse, rather than trying to create all new presentations. Reusing existing presentation content is the fastest way to get started with online presentations.

To jump-start an in-house video presentation initiative, video and multimedia experts agree that you must first locate and classify preexisting video, audio, and other presentation assets within your organization. It's easier than it sounds.

For example, has an executive in your organization given a talk at an industry conference lately? Do you know whether that talk was captured on video? If so, that's a great piece of content to start building a library of repurposed online presentation content.

You may have a range of content, such as training videos, marketing videos, and promotional pieces that were created in the past but are still very useful for training or marketing. Sometimes this material exists in the form of PowerPoint presentations, CDs, DVDs, or even VHS tapes.



Starting an inventory and classification system that organizes assets into categories based on the subject (sales presentations, executive speeches, technical how-to videos, and so on), the presenter or speaker, and the file format (taped audio/video recording, CD, pre-HD, or HD video clip, DVD, and so on).



Digital video files can be very large. In fact, a digital file straight from a high-definition video camera can be 20 gigabytes — that's 20,000 megabytes — per hour of material. Make sure you have plenty of hard drive space available when you are moving video files around (an external hard disk is highly advisable). And be sure to follow the guidance of your online presentation software provider about compressing video files before you try to upload them.

After you've collected this information about the available content, you'll have a better understanding of what assets you have and a glimpse into the kinds of materials that tend to be created in the ordinary course of business. Whether it's a product briefing, a sales meeting kick off, keynotes given by executives at conferences, panel discussions, thought leadership interviews, it's all good. Categorizing content makes it easier to match it to audience, campaign, funnel phase, and so on.



When repurposing existing material, it's important to look with a discriminating eye to decide where updates are needed, why, and how they'll be done. For example, to repurpose a preexisting PowerPoint into online video, it may work best if an in-house subject matter expert is recorded giving an older presentation a facelift with newer or more relevant messaging.

Building your video presentation from scratch

No matter how much reusable content your organization creates, chances are you're eventually going to need to create your own original video production. Creating an original video production requires:

- ✓ Planning the presentation around your communication objectives.
- ✓ Shooting an engaging performance and turning it into a digital video file.
- ✓ Crafting it into an online presentation.

Have presentations delivered by people you might call evangelizers. They're passionate about a topic, whether it's a product, service, or anything, and have that rare ability to hold an audience spellbound. Part of the process of recreating and repurposing video assets is finding who in your organization are good storytellers, who are subject-matter experts that can speak persuasively, adding new ideas and creating content that can be used and reused in your demand generation and lead nurturing programs.



Know your audience and create a user experience tailored for them or, better yet, one they can tailor for themselves.

Planning your video presentation

Whether you're creating content for content marketing, e-learning, or corporate communications, having a specific objective and a target audience in mind before you get started is critical.

The most important thing to ask yourself is this question: "What do I want my viewer to do, think, or believe as a result of viewing this presentation?"

Keeping the answer to this question in mind helps you nail the right content from the start, using elements and techniques that command audience attention in the first 10 seconds. This answer can also help you select who is best to deliver the

presentation. And it also helps determine whether you need to create a script for your video, or just brief your presenter on the objective and trust that presenter to deliver the goods.

Find and utilize smart people in your organization who have a passion for video topics that interest your target audience. Topical knowledge and enthusiasm replace the need for tight scripting, as long as they're clear on the objective. After all, your subject-matter experts have probably given this talk or told these stories before.

Recording Your Video Presentation

Although it seems like every media-savvy teenager in America knows how to shoot and upload video to YouTube, shooting good-quality video for business presentations is not a task to treat lightly. iPhone and FlipCam videos work just fine for casual content, but video for online presentations needs a more professional touch — especially when it comes to lighting and audio.

Your viewers may not expect to see video that meets the standards of network television, but they expect at least a level of picture and sound quality that does not detract from the message.

This expectation leaves you with a basic choice: videotape the presentations yourself or bring in a professional videographer.

Do-it-yourself video for presentations is not rocket science. But it does require a minimal level of equipment and either experience or coaching to be successful.

Many organizations are now setting aside a quiet space in their offices dedicated to videotaping — whether for online presentations or for other purposes. At a minimum, you need: a video camera that records into video files; a tripod to keep the camera steady; a neutral or logo background that minimizes distraction; good ambient or supplemental lighting that does not cast dark shadows; and a lapel microphone that picks up the voice of the presenter clearly. Figure 4-2 shows a picture of just such an improvised studio set up in a conference room.



Figure 4-2: Improvised studio set up in a conference room at TimeTrade.



Great audio quality is paramount in an online presentation — especially a lengthy one. Although viewers will tolerate minor flaws in the video picture, they have little patience for audio tracks that are too quiet, contain extraneous noises, or sound like they were recorded in an echo chamber. Make a special effort to ensure that your audio recording is crisp and clear.

An alternative to the do-it-yourself video is to bring in a professional videographer to do the taping for you. This way, you can concentrate on the message and the performance, rather than the nuts and bolts of making it look great.

A good videographer will be able to give you a digital video file right away, or you might ask the videographer to send you a compressed, web-ready file within a day or two.



When using a professional videographer, many organizations control the cost of this by scheduling many presentation tapings in a single day, since most videographers charge for a full day's work, whether they're on-site for eight hours or just two.

If you're playing the role of both presenter and producer, you've got a third option available to you: videotape yourself giving the presentation, using a webcam or a video capture

device such as an iPad. Both of KnowledgeVision's video presentation tools, KVStudio and Knovio, offer ways to create online presentations on-the-fly, using a webcam built into or connected to your computer.

Creating an Engaging Performance

A lively, engaging performance can make a world of difference in how effective your online presentations are in producing the desired results. Your CEO may not have the personality of someone like comedian Robin Williams, but that doesn't mean your online videos have to be boring, either!

You can use these techniques to ensure that your videos will be engaging:

- ✔ **Use genuine subject experts:** If you have an engineer who really knows your products and can really tell the story behind them, use that engineer in a short video segment.
- ✔ **Use a real audience:** Even if there are just a couple of people in the room, you'll often find that the personal connection and eye contact with an audience in the room lends authenticity, energy, and warmth to any presentation.
- ✔ **Consider using a teleprompter:** This device can project a script or detailed notes on a piece of glass in front of the camera lens. Inexpensive prompters are available using tablets, such as iPads. Make sure your subject relaxes. Prompter trance can make an inexperienced speaker look stiff and uncomfortable.
- ✔ **Keep it short:** There's nothing worse than sitting through an over-long explanation of a subject that could easily be described in a few words. You can include a link for people to click if they really need to dig deeply into the subject.
- ✔ **Keep it moving:** Action is engaging. If your storyteller is one of those demonstrative people who "speaks with his hands," viewers will probably find them entertaining

(or at least, involving). Encourage your presenter to use props, and even to gesture to where the slides will be in your online player.

- ✓ **If in doubt, take it out:** When editing your video, don't be afraid to make cuts.
- ✓ **Have a do-over if necessary:** If your speaker makes a mistake, give them the chance to restart at any point in their presentation. Through careful editing, you can cut out the miscues and you won't need to have the presenter redo the entire presentation.

Chapter 5

Chapters, Footnotes, and Widgets: Putting It All to Work

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In This Chapter

- ▶ Understanding the importance of chapters
 - ▶ Getting the viewer to respond
 - ▶ Adding footnotes and reference links
 - ▶ Making your video interactive
-

Sometimes it's the little things that matter. Your online video presentations may look complete, but a few extra touches could be all that it takes to greatly improve their impact and effectiveness.

This chapter takes a look at some of the extras that you can use to enhance your online presentations and to get better results from them.

Understanding the Importance of Chapters

Chapters are a very common mechanism for organizing content into closely related material. This book, for example, uses chapters to present different subject areas that all relate to online presentations. If you want to review a particular

subject, you can turn to the appropriate chapter and quickly find the information that you need without thumbing through the whole book.

Likewise, chapters can enhance the online presentation viewing experience. By providing a clickable table of contents with several different chapters, you help the viewer jump directly to the material that interests them. Viewers don't have to sit through the entire presentation if they're really only interested in certain sections, and they're more likely to respond favorably because you've given them the option to view the presentation their way.



TIP

Too many chapters can be cumbersome, while too few can defeat the purpose of chapters by not adequately defining the structure of a presentation. In general, six to ten chapter headings seem to be appropriate for most presentations.



REMEMBER

A clickable table of contents with chapter links also makes it easier for viewers to go back and review material they may not have fully understood the first time.

Adding “Tell Me More” Elements

One of the best ways to enhance an online presentation is to add clickable footnotes and reference links that are timed to particular slides. This is a way for curious viewers to say, in effect, “Tell me more about this.”

For example, when showing a chart from research, why not offer a link to the original research report for the interested viewer? When introducing an unfamiliar term or concept, why not define it or explain it in a footnote when it's being discussed? When an article is quoted on a presentation slide, why not offer a link to the original article?

Online presentation platforms, such as KnowledgeVision offer a way to show synchronized footnotes that explain and offer links to related materials on the web. You also can offer downloadable documents called “virtual handouts” that augment the presentation experience.



TIP

The first footnote in a presentation should identify the presenter and, if appropriate, the original venue for the presentation. It can also link to the presenter's biography.

Calling the Viewer to Act

Any type of marketing effort has one major purpose — you want the people who view your production to take some action. You might want them to go to their local store and buy your product, you might want them to call one of your sales representatives, or you might want them to back your political cause with letters or contributions. Regardless of your desired outcome, the experts agree that you need to call upon the viewer to act. The *call to action* is a vital piece of your campaign that you don't want to ignore.

Today's dynamic presentations encompass video, infographics, spreadsheet data, interactive polls and surveys, and even live forms prospects can fill out to receive more information.

Remember that question you asked about what you want the viewer to do when they're finished watching? Be explicit about the next step they should take at the end of your presentation. And give them an action link so that next step is just one click away.

Adding Interactive Elements to Your Presentation

You've seen the value of adding interactive elements or "widgets," such as clickable tables of content, that enable viewers to jump to specific chapters and live forms that present the viewer with a call to action, but just how do you add those elements to your online presentations? After all, incorporating user-friendly interactivity can be a complex undertaking.

The best online presentation platforms, such as Knowledge Vision's KVStudio, give you the opportunity to design a highly interactive experience by adding many additional elements to the online player.

For example:

- ✔ You can embed forms that collect data for leading CRM and lead-nurturing systems like Salesforce.com, Eloqua, and Marketo.

- You can offer quizzes, surveys, and polls.
- Your player can incorporate “Q&A widgets” that collect viewer questions and send them straight to the source.
- You can show interactive transcripts that allow presentations to be searched and navigated freely, just by typing or selecting keywords.

In short, the best online presentations engage a viewer like no other online medium. And the best platforms make it easy to add interactivity without programming.

Figure 5-1 shows how a complete online presentation with video, navigation controls, and even a complete transcript appears.



Figure 5-1: A complete online presentation provides the ultimate viewer experience.

Chapter 6

Track and Act: Turning Views into Insight and Action

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In This Chapter

- ▶ Understanding tracking
 - ▶ Getting overall information on how your content is performing
 - ▶ Tracking specific viewer behavior
 - ▶ Acting on presentation metrics
-

By now, you should have a good sense of the impact that well-prepared online presentations can have. But how do you express that impact in dollars and cents? To measure the impact of online presentations on your organization's bottom line, you need to look at and understand the metrics and tracking data that are available to you.

This chapter discusses methods you can use to turn tracking data into actionable information so that your online presentations help you reach your goals.

Understanding Aggregate Metrics

Aggregate metrics refer to the overall performance of your content across its entire audience of viewers. In general, these metrics describe how many times your content is being viewed, and what the behavior is for the *average* viewer.

There are two sources of aggregate metrics for most online presentations. One source is the presentation system itself, which can tell you daily viewing volumes, average viewing

times, drop-off patterns, and click-through rates. The other source is your website's analytic system (such as, for example, Google Analytics), which can tell you where the viewers came from, what search terms they used, what specific devices and browsers they're using, and where they went after viewing the presentation.



Placing your online presentations on pages in your website, rather than merely linking to them, gives you access to much more aggregate analytic data. Whenever possible, you should use the “embed code” that your online presentation platform generates to place the presentation on one of your own web pages.

Aggregate metrics won't tell you anything about specific viewers, but they will give you guidance about how to create and promote your online presentations over time. For example:

- ✓ **Daily viewership metrics:** Show you the popularity of your content, and the effectiveness of your efforts to promote that content.
- ✓ **Viewing time and drop-off metrics:** Show you how effective your content is at holding your viewers' attention. By observing specific common drop-off points, you can identify weak parts of your presentation.
- ✓ **Clickthrough metrics:** Show which related links are most interesting to the average viewer.
- ✓ **Source metrics:** Show specifically which promotions and search strategies are working best to attract viewers.
- ✓ **Device metrics:** Show trends in what kinds of devices are accessing your content. Particularly interesting are the percent and types of mobile devices accessing your content, and the screen resolutions of desktop computers that are viewing it.



Review these aggregate metrics for each of your online presentations periodically so that you can understand trends in how your presentations are being used.

Understanding Viewer-Level Metrics

Top online presentation platforms allow you to track viewer behavior on an individual level. The more interactivity you offer in an online presentation through the tools and techniques discussed in Chapter 5, the more insight you can gain about the level and nature of each viewer's interest in your presentation's subject matter.

Why is this information important? It depends on the application.

In marketing applications, viewer-level metrics help identify hot prospects, based on how engaged they are with the content.

In learning applications, viewer-level metrics help trainers track completion of individual learning modules, and document compliance with learning mandates.

Modern online presentation tools, such as KnowledgeVision, are capable of gathering a great deal of information about each viewer's behavior with the content. In KnowledgeVision's case, the tool can generate a spreadsheet describing in detail each separate view: how much time was spent, what slides were viewed or skipped, what links were clicked, and a host of other data.

KnowledgeVision also uses this data to assign an "Engagement Score" from 0 to 10 — this tells you how engaged each viewer is. The Engagement Score, as well as other viewer-level analytics, can be used to trigger follow-up action, as described later in this chapter.

When planning an online presentation that needs to be tracked on an individual-viewer basis, there are two options for identifying which viewer is actually watching the presentation:

- ✔ A guestbook or registration form can be used in front of the online presentation, requesting that the viewer enter information like name, company, title, and e-mail address into a form. This information can then be placed in the detailed record for each viewing.
- ✔ Identifying information can be passed to the presentation system as part of the web address used to launch the presentation. (For example, when sending out email invitations to view a presentation, many email systems can create a personalized URL that can identify each viewer who clicks through from the e-mail invitation. Instructions on how to apply this are available from your online presentation platform provider.)

People often are reluctant to provide personal information — especially if they're simply doing market research in advance of making a buying decision. Asking people to provide more information than they feel comfortable providing can result in them simply leaving your website rather than sticking around to view your presentation. Rather than taking an “all-in” approach, you want to provide more than one level of access to your content:

- ✔ **Unrestricted access to basic information:** Allow visitors to view information about your company and basic information about the types of products or services you offer without providing any personal information. This makes visitors feel more comfortable when they're simply checking out the market.
- ✔ **Limited info for product details:** When users want a little more information about the specifics of your organization's offering, ask for just a little info, such as an e-mail address so you can later send them a quick follow-up to see if they'd like to know more.
- ✔ **Full contact info to obtain pricing:** Obviously, you want to know how to contact a potential customer who asks for a price quotation, and most visitors who are at that stage in the decision process will probably be willing to provide their contact information.



Even when visitors freely supply contact information, you may find that the information isn't 100 percent reliable. People sometimes make up e-mail addresses or other contact information that they then use to fill in contact forms on websites. You should keep this possibility in mind when you use any provided information for later contact follow-ups.

Connecting to Your Other Tools

After you've gone to the trouble of collecting identifying information and measuring viewer behavior and engagement, you'd better be prepared to put that information to work for your organization! Otherwise, what's the point?

Top-notch online presentation systems can not only record who watched and how they used the content; they can take targeted action based on that view. Consider these scenarios, for example:

- ✔ A presentation with guest-book registration is used as demand-generation content by a B2B company that uses a marketing automation system, such as Eloqua or Marketo. As soon as a presentation is watched, an Engagement Score of 0 to 10 is assigned. Everyone who watched the presentation is put into the company's prospect database, but high-engagement viewers are prioritized for immediate follow-up.
- ✔ A sales representative uses Salesforce.com to send out 300 presentations about a new product to her prospects. As soon as a presentation is watched by a prospect, the sales rep receives an email notification with: who watched, how much they watched, what parts they viewed, and what links they clicked on. The sales rep then follows up on each view with a phone call, armed with information about the prospect's interest.

- ✓ A manager asks that every employee in her department view an online presentation about a new regulatory requirement by Friday. The presentation is hosted within the company's Learning Management System. As each employee views the presentation, information about the viewing is logged into the LMS. The manager can see at any given point in the week who has completed the training.

In each of these cases, the online presentation system is interacting with a corporate system to trigger an action based on when and how an online presentation is viewed. This “track and act” connection is a very powerful way to use online presentations to provide real-time intelligence in areas that range from demand generation and lead nurturing to online learning and professional development.

Although some connections with corporate systems are available “off the shelf” from online presentation companies, others require customization that can often be provided as part of an annual service contract.



When we first started the discussion about planning your online presentation, we suggested that you think about the question, “What specifically do you want your viewer to do or think after watching the presentation?” Viewer-level metrics help you take the next step. After you’ve gotten them to do or think what you wanted them to, what is the next action your organization should take?

Chapter 7

Ten Ways to Make Your Online Presentations Sizzle

In This Chapter

- ▶ Crafting your presentation
 - ▶ Keeping it short
 - ▶ Putting it in order
 - ▶ Guiding your viewer
 - ▶ Going global and mobile
-

This chapter discusses ten ways you can make your online presentations hit the mark with your audience.

Crafting Your Slides to Match the Medium

If you want your online presentation to have the right impact, always remember that you need to give viewers the whole story. You don't want people trying to fill in the blanks for any information that isn't included. For example, if you're putting a slide deck online, make sure that a viewer can understand your intended message just by seeing (and possibly hearing) the material you provide. If a slide show only makes sense when it's accompanying a live presenter, don't expect the show to be effective simply as a set of unaccompanied slides!

Compressing Your Story (Less Is More!)

Can you cut your presentation from twenty minutes to eight and still get your message across? Are you going over the same point several times? Think of ways to compress your story so that it requires a smaller time commitment from viewers to be more effective both in telling the story and drawing in viewers who don't want to waste a lot of time.

Putting the Bottom Line Up Top

Let viewers know the point of your presentation right at the beginning. Give them your message without hiding it—it's far more effective than making viewers dig and hunt for what you want to tell them.

Guiding Your Viewer with Bread Crumbs

In addition to giving viewers a clear message, make sure that they can easily navigate your presentation. Don't leave people wondering what to do next—give them clear guidance. Easy-to-understand chapter titles give your viewers an idea of where you're taking them (and building anticipation of what's ahead). It also gives them an easy way to review material they'd like to go over again.

Energizing Your Narrative

No one likes a speaker who is boring. You have an exciting story to tell, so make sure your audience can tell that you're excited to tell them about it. You don't have to be a great actor to express some liveliness in your voice—just be yourself and show the enthusiasm that you have for your subject.

Audio Quality Is Key

Even the most exciting speaker is hard to listen to if the sound quality is poor. Invest in a good quality microphone and record your presentation without a bunch of distracting background noise.

Using Gestures, Body Language, and Props

Don't turn your presentation into a "talking head" show. Just because you're recording your presentation doesn't mean that you need to turn it into a formal lecture. Point, wave your arms, smile, or pull a rabbit out of a hat and your online audience will have more of the feeling that they're watching a live person instead of an avatar. But be careful not to overdo it. Gesture with a purpose, to emphasize a point or guide them where to look.

Performing with a Live Audience

Let's face it. Most people are just not comfortable looking into a camera and speaking. A live audience can give the personal contact and visual feedback that can turn a deer-in-the-headlights performance into a comfortable briefing to friendly faces.

Inviting Interaction

Give the viewer something to keep them engaged, such as clicking a link, participating in a survey, or filling in a contact form. Not only are people more interested when they're involved, but you'll be able to get the information you need to respond.

Making Your Presentations Global and Mobile

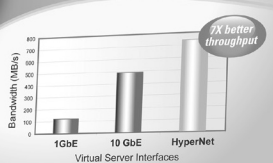
If you want to reach the widest possible audience, you need to make sure that people can actually view your presentation. Tailor your presentation so it doesn't depend on a specific platform—remember that growing numbers of people worldwide are now accessing the Internet on a smartphone rather than on a traditional PC. And make sure the presentation system you use is equally comfortable in the mobile and desktop worlds.

POWERPOINT

HyperNet

Zoom

Bandwidth Comparison



02:36 08:29
PLAY email getlink getcode

Chapters

- 8. Virtual Server Overview
- 9. Business Services Delivery
- 10. Competitive Overview
- 11. Conclusion

Footnotes

What can we expect in terms of ROI?
How does the reader network operate?
Video of Sales VP explaining system.
Tier 1 customer selects HyperNet over competition

- Downloads**
- HyperNet SpeedLink whitepaper (879 KB)
 - HyperNet Corporate Overview (1.1 MB)
 - Virtual Infrastructure whitepaper (754 KB)
 - Virtual Infrastructure Overview PPT (1.2 MB)

VIDEO



EXPERTISE



LINKS

Online presentation software you won't outgrow

What makes KnowledgeVision unique among all online presentation systems?

- It's not just the video.
- Or the flexible templates.
- Or the lower price than other alternatives.
- Or the engaging, dynamic content that can be viewed anywhere, anytime.

It's the way KnowledgeVision makes your online content stand out.

To see it in action, go to www.knowledgevision.com/demonstration

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Open the book and find:

- What types of online presentations are available
- How you can leverage existing resources
- How to create effective, interactive online presentations
- Where to find the tools and help you need

Find out the best way to create effective online presentations

More organizations are bringing their message online, but that message can be lost in the crowd if you don't make it stand out from all the rest. You need to make your message the one that people see, hear, and remember.

- *You have a number of options — use the most effective ones to spread your message*
- *Existing content can be repurposed — to lower your costs and make your process more agile*
- *Video brings online presentations alive — and engages your viewers*
- *Interactive elements encourage viewer participation — and provide a call to action*

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Brian Underdahl is the author of over 90 books on computer hardware and software including over 25 *For Dummies* titles. **Michael Kolowich** is a former Emmy-winning TV news reporter who founded ZDNet. He is CEO and founder of KnowledgeVision, a technology leader in interactive online presentations.