

## Guidelines for Webcast Presenters

### Materials Needed from Presenters

- 1. Biography.** Please provide a short biography that describes your educational background and subject expertise. The biography should be in paragraph form and approximately 200 words long.
- 2. Photo.** Please provide a photo of you in jpg or gif format.
- 3. Summary of presentation.** Please provide a four- to seven-sentence summary that follows this formula:
  - In the first sentence or two, provide some context that highlights the importance of your topic.  
*Here's an example:*  
While weed-resistance issues have been grabbing the headlines over the past few years, fungicide resistance has become increasingly important this growing season—and will likely remain an issue for future growing seasons if sound resistance management practices are not adopted.
  - In the next sentence or two, point out how your talk will help users. Begin with this sentence: “This presentation will help consultants, growers, and other practitioners in the \_\_\_ region(s).” *Here's an example:*  
This presentation will help consultants, county agents, growers, and other practitioners in the southern U.S. cotton-producing states to understand more about plant growth regulators, which are widely used in cotton production.
  - In the last sentence or two, outline specifically what information is provided in the presentation and how that information will help practitioners in their everyday work. *Here's an example:*  
Specifically, practitioners will learn the following from this presentation: how plant growth regulators modify plant growth; why growth regulators are used; and how to identify plant growth characteristics or situations in which growth regulator applications may be needed or not needed. By the end of this presentation, practitioners should know more about the general use of plant growth regulators and how to utilize them to achieve optimal cotton yields.

Having the summary organized like this will help PMN use the information in promoting your presentation.

### Slides for a Full-Length Presentation

- Your presentation should be about 35 minutes long if you would like it to be accessible for the Certified Crop Adviser CEU program. Otherwise, your talk can be as short as 10 minutes or as long as 45 minutes.
- Once your slides/presentation is ready, please send the PowerPoint document to PMN for review. PMN will assign someone to conduct this review. To allow time for this step, please submit the file at least 4 business days before your scheduled recording date.

### Recording Process

The recording process is simple:

- You will get a phone call from a PMN staffperson at the time scheduled for the recording.
- It's necessary to use a landline; you can't use a speakerphone.

- If you have a headset, tell the PMN staffperson at the beginning of the call. An audio test will be conducted before the recording starts.
- You will need to have your slides up on your own computer.

At the beginning of the call, the PMN staffperson will go over the recording process. The basic steps are as follows:

1. She will ask if you are ready to start recording. After you say “Yes,” she will say “Hitting mute and record when you are ready.”
2. Start the presentation by speaking about your first slide. When you are done with slide 1, say “Next slide.”
3. The PMN staffer will say “Advancing” to let you know that she is going on to slide 2.
4. Next, speak about your second slide. When you are done, say “Next slide.” The PMN staffer will say “Advancing.”
5. The two of you will follow this pattern until you have covered all of your slides and finished the presentation.

Also keep these points in mind:

- If at any time during the recording you make a mistake, simply pause and restate the word, phrase, or sentence. When the PMN staffperson edits the webcast later, she will take out the mistake, as well as any “ums” and lengthy pauses.
- If you don’t like how things are going for a particular slide or at a certain point in the presentation, just say so and then start over with that slide or at that point.
- After the webcast has been edited, you will be sent a proof for review. If you are not satisfied with the presentation, you can rerecord content as needed.

If you have questions about any of the guidelines or the process of recording a webcast, please contact Sue Freese, Strategic Product Development Manager at PMN:

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