



## Conducting Web Seminars with ReadyTalk



A few simple, common-sense steps will help minimize your stress levels and prepare you to lead an effective Web Seminar with ReadyTalk.



### Preparing Yourself as Chairperson

**Use a headset.** A high-quality headset will:

- Ensure the best audio quality for participants
- Free your hands to run the Web-based moderator controls and chat function
- Help you avoid neck and shoulder problems from clamping the phone between your shoulder and ear

**Reserve a quiet room.** This might seem like a no-brainer, but you'd be surprised how often background noise disrupts otherwise well-planned Web Seminars. Be sure the room you'll be using for your conference is quiet and does not echo.

**Test sound quality.** If you were presenting to a live group in a room you've never been in before, using a microphone and public address system for the first time, you'd probably want to arrive early to do a sound check.

It's a good idea to do the same thing when preparing for a Web-based seminar. The difference will be that you'll need another person on a remote telephone to give you feedback about how things sound from her perspective.

About 20 minutes before going live, perform a final sound check to be sure that your:

- Headset has good sound quality
- Microphone volume is neither too soft nor too loud
- Room is quiet

### Preparing Your Participants

As a chairperson, you can help optimize your participants' experience in a variety of ways.

#### Early browser checks.

A 5-minute browser check ensures that participants can access your Web Seminar.

- Be sure to include browser check instructions in your invitation, encouraging participants to check their Java version before the conference begins to resolve any issues they might encounter. Remind participants again the day before the conference.
- Send participants to <http://test.readytalk.com/>, which will let them know if 1) they are all set to participate, 2) they need to install a new version of Java, or 3) they will experience

firewall issues that require the assistance of their IT department. If participants have any questions or problems, have them contact ReadyTalk Customer Care at (800) 843-9166 or [support@readytalk.com](mailto:support@readytalk.com) for assistance.

### Use the phone!

Participants often fail to dial into the audio portion of the call, mistakenly thinking they will hear the audio portion through their computers.

- Remind participants that they need to dial the toll-free number to listen to the audio portion of your Web Seminar.

### Help dial-up users.

If your participants are using a dial-up connection, you can enable their screens to load faster by reducing image quality.

- Click on the Options button and switch from True Color to Standard Color under Applications Viewing Optimization.

### Set common screen resolutions.

If you're presenting in a higher resolution than your participants, your presentation will be larger than their computer screens. By using a screen resolution that's found on most computers, your participants can avoid using scroll bars to see your presentation.

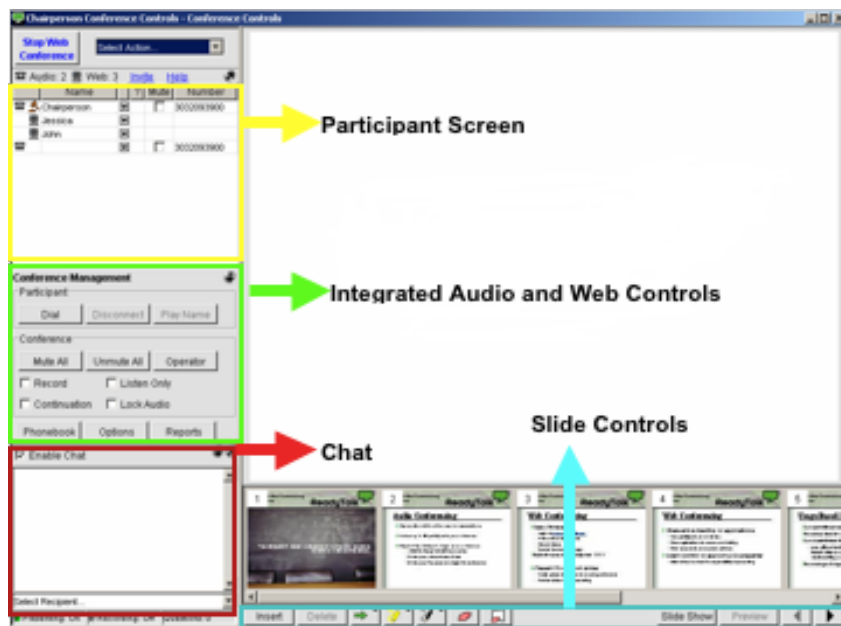
- On your computer, go to Start→Settings→Control Panel→Display
- Set Screen Resolution to 1024x768 (the most common setting)

## Managing Your Conference

When you host a ReadyTalk conference, you have two sets of controls available to you — Web controls and Audio controls.

### ReadyTalk Web Controls

The Web controls are divided into sections – the moderator controls (participant screen, audio and web controls, and chat window) and the slide controls.



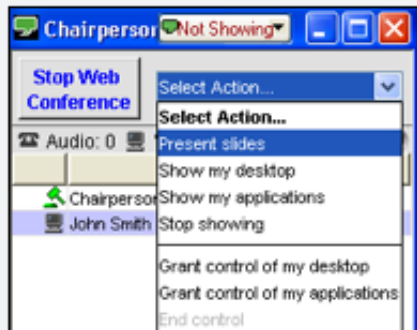
### Using the Moderator Controls

Located on the left side of the ReadyTalk conference screen, the moderator controls help you manage your conference.

**Start/Stop Web Conference:** Click this button to start or stop your Web Seminar. When ending a web conference, click Stop Web Conference and close the interface. When the session ends, you and your participants will be taken to the feedback page. Note: If you are conducting both a web and audio conference, you must end both in order to end the session.

**Select Action:** Choose three presentation modes using this drop-down menu.

- **Present slides:** Allows you to present PowerPoint presentations and images to your conference participants. The slide presentation mode is the least resource-intensive of all three presentation modes and the easiest for participants to receive (regardless of connection speed).
- **Show my desktop:** Displays all open applications and all actions performed by the chairperson. This differs from the application showing option, which displays just the selected application. You will be prompted to close any sensitive documents before entering



desktop presentation mode. In this mode, every application currently open will have a Showing button visible in the upper right hand corner.

- **Show my applications:** Shows any open application — Web browsers, Word documents, spreadsheets and proprietary software — while keeping all other applications hidden. All open files of the chosen application type will be shown. For example, if you have more than one Web browser open in Internet Explorer, all of them will be shown, with the most recently viewed coming to the foreground.
  - You will notice a Showing button in the top right-hand corner of your shown application. If you click on the Showing button, it will expand to reveal different options — stop showing the application, switch to slide mode, show more applications, or grant control.
  - All other applications will have a Not Showing button on them. You may also toggle this button to change your presentation mode, show the current application, or switch to slides.

**Invite:** Launches your default mail client to invite a participant while a conference is in session.

**Help:** Connects you online with a trained ReadyTalk operator, who can help you quickly resolve any technical issue during your Web Seminar.

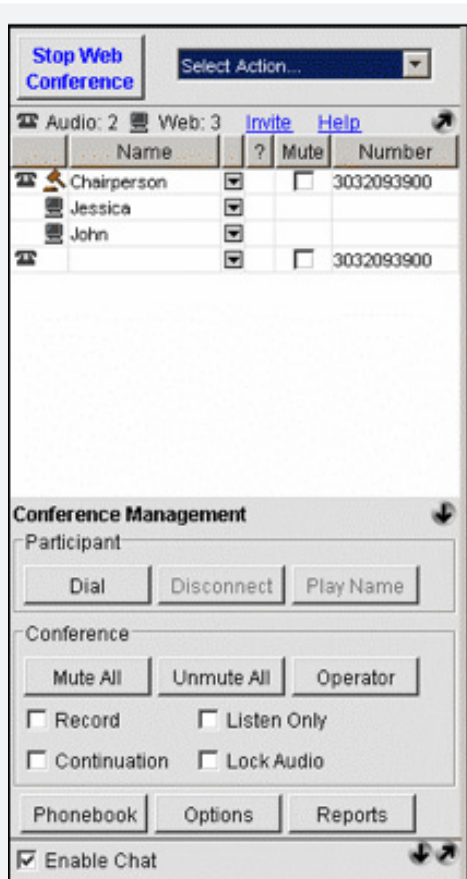
**Breakout Arrows:** Break out their respective menus into floating windows.

**Participant List:** Lists the participants in conference, as well as:

- Icons for Web and audio
- Name (Web only)
- Mute/Unmute
- Questions
- Originating number (audio only)

**Conference Management:**

- **Dial:** Dials out to a participant from within the conference.
- **Disconnect:** Disconnects a participant from web or audio.
- **Play Name:** Plays a participant's name if Name Record has been activated under Options.
- **Mute All:** Mutes all participants and allows them to unmute themselves by pressing \*7 on their phones. Check and uncheck the "Mute All" button as needed, or unmute specific participants by clicking the checkbox next to their name. Unmute the lines during Q&A sessions.
- **Unmute All:** Unmutes all participants.
- **Operator:** Dials out to an operator for assistance, which is helpful when you are



experiencing audio problems.

- Record: Records a conference. See “Recording” for more information.
- Listen Only: Mutes participants, while blocking them from unmuting themselves.
- Continuation: Enables the conference to continue after the chairperson has logged off, which is helpful if the chairperson might need to leave early. If conference continuation is enabled, the conference will only end when the last participant has hung up.
- Lock Audio: Prevents new participants from joining the audio conference.
- Phonebook: Gives you the ability to add, edit and delete numbers by moving numbers in the phone interface over to the dial list using the arrow keys. Use “Dial” to dial individually or “Dial All” to dial all participants at once (up to 20).
- Options: Enables you to personalize your conference preferences.
  - Chat: Check this box to enable or disable chat.
  - Application Showing: By moving the slider toward highest quality, your participants will receive a true color representation of your application. By choosing fastest performance, you will increase transfer speeds by decreasing the amount of color information sent.
  - Enable Title Bar Button: Click to enable or disable the showing/not showing button in your title bar, giving you the ability to seamlessly toggle back to the slide show, grant control, or show a different application without revealing the conference controls.
  - Entry Announcement sets the announcement heard when participants join or leave the conference.
    - Tone: A beep will be heard when participants enter or exit the conference.
    - Silent: Participants join and leave the conference silently — a great option for minimizing interruptions.
    - Name: If Name Record is on, the participant’s name will be played when he enters or exits the conference. This option is nice when work environments are sensitive and you want to know who’s joined the call.
    - Name Record: If you want participant names to be played when they join or leave the conference, check this box along with the appropriate name entry announcement.
  - Quick Start: Allows the conference to begin before the chairperson arrives.
- Reports: Allows the chairperson to access recordings while in conference.
- Enable Chat: Checking this box will enable/disable chat.
- Status Light Indicators: These indicators tell you if the conference has been started, if the call is being recorded and if there are any questions.

**TIP:** By right clicking on a slide, you can preview it, delete it and insert new slides before or after it.

### Using the Slide Controls

The slide controls, located on the bottom right of the ReadyTalk conference screen, allow you to upload slides, preview slides and make annotations.

**Insert:** Upload PowerPoint presentations or common photo formats (jpegs, pngs, bmps, & gifs). Your slides will be seen as thumbnails at the bottom of the conference interface.

**Delete:** Delete one slide or all of the slides in a presentation.

**Annotation Tools:** Make use of a variety of tools (such as circles, highlighters and check marks) to add emphasis and clarity to your presentation.

**Erasers:** Eliminate a single annotation with the single-mark eraser or click on erase all to delete all of your annotations.

**Slide Show:** Place the presentation into full-screen mode. Click "Restore" to return to the original state.

**Review:** Preview slides before you display them.

**Arrow Keys:** Move through your slides using these keys, or double-click on the thumbnail of the slide you wish to present.

## ReadyTalk Audio Controls

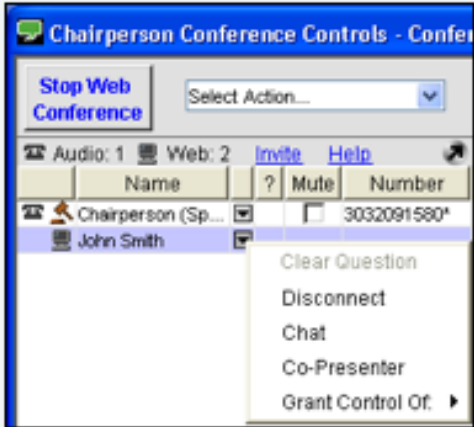
Your phone's keypad can also be used to control the audio features. The features accessible through your phone are listed in the tables below.

### Host Audio Controls:

Key	Functions
*1	Dial out to a participant
*2	Record a conference
*3	Set entry and exit announcements
*4	Lock Conference
*5	Unlock Conference
*6	Mute Line
*7	Unmute Line
*8	Conference Continuation
*9	Automated Roll Call (Name record must be activated)
*#	Participant count
##	Mute all lines
99	Unmute all lines
#1	Listen Only on
#2	Listen Only off
00	Operator (Joins Conference)
*0	Operator (Private Conversation)
**	List of available commands

### Participant Audio Controls:

Key	Feature
*6	Mute Line
*7	Unmute Line
*9	Automated Roll Call (if activated)
*#	Participant Count
00	Operator (joins conference)
*0	Operator (private conversation)
**	List of available commands



## Appointing a Co-Presenter

ReadyTalk allows you to appoint multiple participants as co-presenters, giving them the ability to:

- Grant control of applications and desktop
- Gain remote control of another person's computer
- Disconnect participants
- Respond to chat messages while you deliver the presentation

However, a co-presenter does not have the ability to:

- Appoint another co-presenter
- Disconnect the chairperson
- Manage the conference audio controls

To appoint a co-presenter:

1. Expand the action arrow next to the participant's name and select co-presenter. The participant's icon will change from a computer to a gavel.
2. The co-presenter will see a dialogue box notifying him that he is now a co-presenter.
3. The co-presenter will receive his own set of moderator controls.
4. When the chairperson removes co-presenter status, the co-presenter will receive a notification box.

## Conducting Question & Answer Sessions

ReadyTalk offers a variety of ways to conduct question-and-answer sessions. The method that will work best for you depends on your format and the number of people in your conference.

### Chat

Chat allows participants and presenters to communicate with each other through the Web interface. It's an ideal way to conduct Q&A sessions during small conferences or when the lines are muted. One great benefit to using the chat feature is that all "chatted" messages are captured and emailed to the chairperson for future reference.

- **Direct participants to type their questions into the chat interface and send them to the chairperson:**  
"As a reminder, I encourage questions at anytime. Feel free to type them to me using the chat feature located at the left of your screen. I will address as many as time allows."
- **During small conferences, read each question aloud and then answer it to the entire group, making sure that the chairperson's chat is visible for participants to see questions.** This might not be possible with larger conferences, because the chairperson's chat can fill with questions faster than they can be answered. Instead, select a few questions to read and answer aloud — and acknowledge all questions by immediately responding in chat, even if you respond with a promise to reply at a later time.
- **For large conferences, designate a chat moderator or co-presenter to monitor the chat while the chairperson presents.** This allows the moderator to answer all questions in real time, without disturbing the chairperson's presentation.

Chat has other uses, in addition to providing a terrific Q&A medium. That's why we've given chat its own section later in this guide.

### Unmute all Lines

You can open all telephone lines for Q&A or discussion, which works well for small conferences.

- **Select "Unmute All" in your conference controls:**  
"Ladies and Gentlemen, at this time, I'll open the lines for Q&A or discussion."
- **An automated attendant will announce to the audience that "this conference has been unmuted."**

### Unmute Individual Lines

Another way to conduct Q&A for small conferences is to invite participants to unmute their individual lines to ask a question.

"If you have a question at any time, press star, then 7 on your telephone keypad to open your line."

It's a good idea for the presenter to repeat the questions for everyone to hear.

### "Raise Hand" Feature

Ideal for large conferences, the "Raise Hand" feature allows the chairperson to control the flow of questions.

- **Use the Raise Hand feature in conjunction with Mute All.** You'll need to ask individual participants to unmute their own lines to ask their questions.  
"Ladies and gentlemen, at this time, if you want to register for a question, please select the "Raise Hand" button on the left of your screen. I will then call on you to open your phone line by pressing star, then 7 on your telephone."
- **Keep your chairperson moderator controls visible so you can see participants' names highlighted in yellow as they raise their hands. When you see a question, call on that person.**  
"Mr./Ms. X, press star 7 on your telephone keypad to open your line, then please ask your question."
- **Lower the hand by clicking the "?" in the participant's name field when highlighted.**
- **Re-mute the participant's line.** Because all phone lines will have a checkmark in the "mute" column, simply locate the only open box and re-select it.

### Other Q&A Tips

- **Prepare a few questions to address in case you've done such a good job, no one has questions.** This will help get the ball rolling.
- **If you have time, you or a co-presenter might reply to any questions you'd like through chat,** delivering answers either to the whole group or just the individual who asked it.

## Recording Your Conference

With ReadyTalk, recording your Web Seminar is a simple process — even for people who are technically challenged! You can either record through the phone or the moderator controls on the web. Here's how:

### Recording Audio Only

1. Start an audio conference and establish yourself as the chairperson.
2. Press \*2 on your phone to record your conference.
3. After the prompt, press 1.
4. After a moment, an automated attendant will announce that your conference is being recorded.
5. Start your conference.
6. Your recording title will default to "Archive" when initiated through the phone.
7. When you've finished recording, press \*2 again.

### Recording Audio and Web

1. Log into the audio portion of your call.
2. Welcome your audience and let them know that you'll be muting the lines to ensure good sound quality with no background noise.
3. Mute the lines (if not muted upon entry). Select Mute All to mute all participants' lines.
4. Either press \*2 on your phone or simply click the "Record" checkbox on your computer screen.
5. Name your recording and click OK.
6. You will see "Recorder" join the conference in the participant list.
7. After a moment, an automated attendant will announce that your conference is being recorded.
8. Start your presentation.
9. To stop recording, either unclick the "Record" box or press \*2 again.

### Reviewing the Recording

In less than one minute after you have stopped recording your conference, ReadyTalk will send you an email with a link to your recording.

1. Click the link to review the recording. Because we've embedded our own player in the link, there's no need for you to download another player. The recording automatically comes up.
2. Forward the email from ReadyTalk to your participants and others who might be interested.
3. Another way to provide access to the recording is to direct people to a Web or intranet site, where they can click on the link.
4. You can also use ReadyTalk's Recording Manager, accessible by navigating to [www.readytalk.com](http://www.readytalk.com) and clicking on Support, then Manage Recordings.

### Managing the Recording

The Recording Manager enables you to:

- Play, rename and email your recording to others
- Turn on notification so that you automatically receive an email alert when your recording is played
- Set security passwords for more protection

### Downloading the Recording

ReadyTalk gives you the option to:

- Store the recording on ReadyTalk's servers (for a nominal monthly fee), or
- Download the recording to your own servers or computer

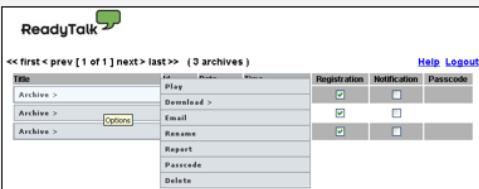
### Weighing the Cost

Recording with ReadyTalk is extremely cost-effective. That's because

- The Recorder counts as one additional participant in your conference
- You are billed as if you have one more person in your conference
- That's it — there are no setup fees or other costs

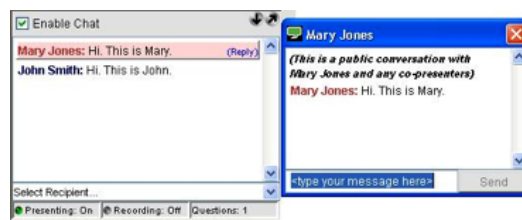
### Why record?

Recording is absolutely vital for training, selling, tracking leads, saving time — and delivering the information to people who couldn't attend the conference live.



## Using Chat

Chat is a powerful tool. In addition to providing a Web-based question-and-answer forum (see Conducting Question & Answer Sessions), chat enables you to coordinate presentation details among presenters and to coordinate communication between a participant and presenters.



## Chairperson and Co-Presenter Chat

The chairperson and co-presenters have three chat options available to them when they are in conference. Presenters can:

1. Chat one-on-one with another presenter or with all presenters. This allows different presenters to coordinate their conference in a seamless fashion. Messages will be seen only by presenters — not participants.
  2. Chat with everyone in the conference by selecting All from the expanded menu.
  3. Chat with individual participants. This enables presenters to have conversations with one or more participants at any given time.
- When a participant sends a chat message, the chairperson and co-presenters receive a notification bubble in their ReadyTalk icon tray. (These icon notifications are only available on the Windows platform.) This is helpful when the moderator controls are hidden.
  - Each participant is color-coded so presenters can easily differentiate among people.
  - By clicking on an individual participant's name, presenters can break out that person's chat. The same can be done with other participants, revealing separate chat boxes for each.
  - The chairperson or co-presenters have the option of replying individually to the participant, or sending a message back to the entire group.

## Participant Chat

Participant chat is more limited than presenter chat, as participants can only chat with presenters — not with each other.

- Chat conducted between a presenter and participant is seen by all presenters, but not by other participants.

## Benefits of Chat

**Balancing audience interaction.** Chat offers a forum that makes everyone comfortable with asking questions and offering feedback. This gives you the opportunity to extract quality information from everybody, including introverts who are inhibited by group settings. In addition, chat minimizes the opportunity for dominant participants to take over your conference.

**Turning chat management over to a co-presenter.** With ReadyTalk, your co-presenter can handle chat messages while you focus on delivering the presentation. As chairperson, you'll always have full visibility into the chat process, even though your co-presenter is facilitating it.

**Monitoring and managing conversations on individual levels.** Participants see only what they type and you type back to them individually — but if you have several chat conversations going at once, you could run into trouble if the chat messages were just stacked on top of each other. ReadyTalk helps you avoid confusion. By clicking on an individual participant's name, you can break out that person's chat. The same can be done with other participants, revealing separate chat boxes for each.

**Eliminating sidebar conversations among participants.** Because participants can only chat with presenters, and not with other participants, ReadyTalk helps keep them focused on the presentation.

**Capturing chat conversations for the record.** ReadyTalk captures all chat conversations at the end of your conference, which can be beneficial for:

- **Sales** — ReadyTalk's end-of-conference report includes all participant contact information, giving you the ability to address any unanswered chat questions by email or telephone after the conference. This also provides a valuable follow-up opportunity, demonstrating that you care about the participant and that you do what you say you'll do.
- **Training** — Recording your web-based training session and documenting the chat sessions will help ensure the effectiveness of your training. Having people attend the live training is not as important as making sure they receive the information. So if franchisees or employees could not attend the live training, or missed a portion of the training, they will still have complete access to the information at a more convenient time.