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Great Webinars: Create Interactive Learning That Is Captivating, Informative, and Fun

Cynthia Clay

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Cynthia Clay : Great Webinars: Create Interactive Learning That Is Captivating, Informative, and Fun before purchasing it in order to gage whether or not it would be worth my time, and all praised Great Webinars: Create Interactive Learning That Is Captivating, Informative, and Fun:

0 of 0 people found the following review helpful. Practical Advice: This is a must read before your next webinarBy Chad DarbyI just finished reading Cynthia Clay's book on Great Webinars. The book is full of practical and straight-

forward advice. You can tell that she has experience running many webinars and she is nice enough to share her lessons learned. I'm a traditional classroom trainer and recently moved into running webinars. I quickly realized that webinars are a different beast...and you need to apply different techniques to keep the webinar running and keep the students engaged. I can't wait to apply some of these new techniques. Thanks Cynthia :-)

7 of 7 people found the following review helpful. Great place to learn about webinars
By L. Diehl
I've read eight books on webinars in the past two months and this is one of the best. Not only does it give you the reasons why you do things differently in a virtual environment, but it gives you a flowing example throughout the book of what a good presentation might look like. I found this extremely helpful in getting my head around what it means to be a virtual presenter and how to prepare for giving a live presentation online. I'm making it required reading for all the people in my organization who want to do webinars.

0 of 0 people found the following review helpful. GREAT INFORMATION and IDEAS
By Christopher Wilhoite
Loved this book for ideas on how to add to and spice up virtual training for my organization. I am limited to what our software can do however it opened up many ideas to me and I have incorporated many of them into a Virtual Instructor Course I have rewritten for my organization. I read Cynthia Clay's previous version and went to order that one but was very glad I got this book instead.

Great Webinars "Great Webinars provides a profoundly practical and easy-to-follow template for creating and facilitating stimulating webinars that engage learners as active participants, while creating the kind of energetic 'buzz' that is the hallmark of successful learning experiences. The book is sure to benefit both seasoned instructors and subject matter experts who are new to teaching. I sure wish this book had existed when I began conducting webinars back in the mid 1990s."
—Carol Willett, former chief learning officer, US Government Accountability Office

"Not only has Cindy Clay put the adult learning principles into practice, she has created an approach to the design, development and delivery of a virtual workshop that is potentially more engaging than being face-to-face. Great Webinars captures all the essentials to creating a great on-line learning experience. . . . Thanks to the lessons learned in this book, we can now move full speed ahead with our e-learning strategy and I can now feel confident we will be teaching versus simply reaching our customers."
—Karen Pacent, director, Learning and Leadership Development, United States Tennis Association

"Great Webinars is written in a smart, authentic, practical, sassy, and easy-to-follow way. It reminds us to bring our participants' experience front and center if we want them to be enthralled, and the learning environment to be enriched. Cynthia Clay lets her own students tell us what is wrong with the current use of webinars and then proceeds to teach us how to build 'em better. It's like having her sit beside you saying, 'Don't worry . . . I'll get you there.' And she does."
—Beverly Kaye, founder/CEO, Career Systems International; coauthor, *Love 'Em or Lose 'Em and Getting Good People to Stay*

From the Back Cover
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About the Author
Cynthia Clay is the founder and president of NetSpeed Learning Solutions. Her company provides learning and training programs that blend the best of instructor-led training with web-based performance support and measurement tools.