

## Audience Orientation

### Audio Descriptive Text

Title: Professional Development 201: From Basic to Dynamic. During the Webinar; Audience Orientation.  
Image of PD practices: Sustain, Design, Promote, Deliver, Follow Up, and Evaluate. CDC logo.

### Video Summary

The audience should be familiar with the platform used. A few minutes of instruction at the beginning of an event can be invaluable. Interactive activities such as icebreakers can help participants learn the platform.

### Audio Script

Once the webinar is live, take a moment to familiarize the audience with the platform. For some, it may be their first time participating in a webinar and their first interaction with the technology. This can lead to uncertainty and confusion for learners, which can in turn lead to reduced engagement, or even tuning out altogether. Explain how the tools you are going to be using will work.

If using a separate conference bridge line for audio, be sure the dial-in information is prominently displayed and call attention to them. This will help the participants rejoin the group promptly if they get cut off for any reason (a dropped signal or dead cell phone battery is common).

Remember, the soft opener and opener activities we discussed in the Webinar Preparations section are excellent opportunities to do icebreakers while simultaneously acclimating learners to the room. Run a quick poll asking, "Is it raining where you are?" or have them type a quick "Hello!" in the text chat. These activities only take a moment but will identify issues participants may have with the interface before the main presentation begins. Take the time to resolve the issues so delays won't occur later.

A few minutes of instruction at the beginning of an event can have a participant go from...this *[image of woman appearing frustrated while sitting in front of her computer]*... to this *[image of same woman appearing happy while sitting in front of her computer]*.