Dry Run Requirements and Best Practices

Dry runs allow the speaker to test their location, equipment and setup as well as become familiar with the webcasting software and practice their content. A dry run is important to ensuring speakers are prepared and confident for the live day. Speakers should follow all the practices for location selection, computer/network settings, telephony and audio/video setup in addition to minding the item below.

Tips for a Successful Dry Run

- **Practice. Practice. Practice.** Speakers should be able to give the presentation without having to look at the slides. This allows the speaker to be able to make better eye contact with the camera (the audience) and gives them the confidence to take/pose questions throughout.

- **Create “Seed Questions” for the Q&A:** Sometimes audience members can be slow to type in questions. Prepare 3-5 questions the speakers are comfortable answering in case they need to get the ball rolling.

- **Know What’s Expected of You:** Understand what’s needed for the live day. This includes knowing how long the session should be, must include/avoid topics, what time to arrive on the live day, etc.

- **Know the Audience:** Tailor the speech to the audience and present at their level. If speakers are unsure of the audience’s knowledge level, ask a polling question early on and prepare to adapt to their responses.

- **Know the Plan:** Understand the flow of the session, how to change slides, pass the microphone (if needed), answer questions and participate in the chat. Also, know what the post-live process will be and what widgets are available on screen for the audience to interact with.

- **Practice Contingency Plans:** Prepare backup plans in case of audio/video malfunction, loss of connection to the internet or other scenario that may arise while presenting. It’s important speakers understand what could happen and the proper procedure for managing this while live so as to keep the webcast on track.

- **Use Same Location/Equipment:** To ensure a proper test of delivery, the speaker should be in the same location, using the same equipment, on the same network that will be used for the live day.