

The Ultimate Guide  
to Webinar Visuals

# How to Design Presentations to Captivate Your Online Audience



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# Introduction

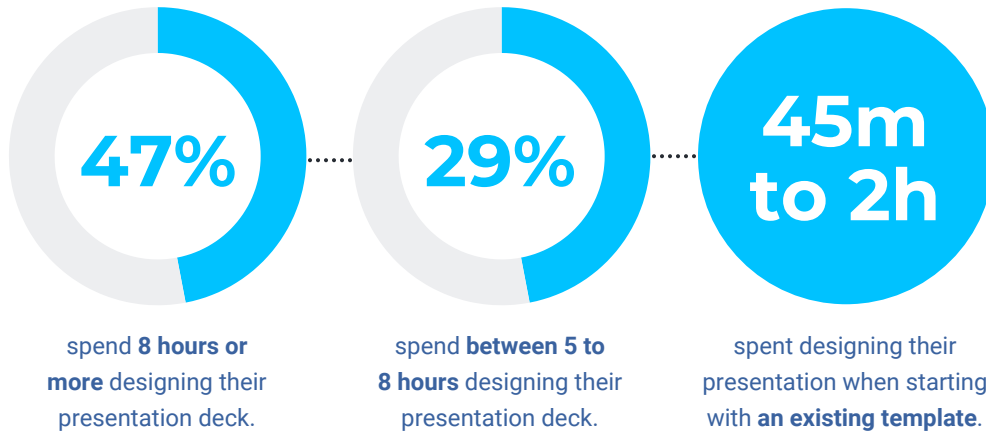
**Pulling off a great webinar isn't easy.** As presenters, we want to entertain and inform our audience. But to present something truly insightful and memorable, we need to capture and keep our audience's attention.

A great presentation has three elements: a strong speaker (that's you!), unique insights (your content), and *captivating visuals*. Our brain processes visuals faster than text by 60,000 times. Also, visual content is easier to remember than plain text. So if your webinar is going to make a real impression, the visuals need to be top notch.

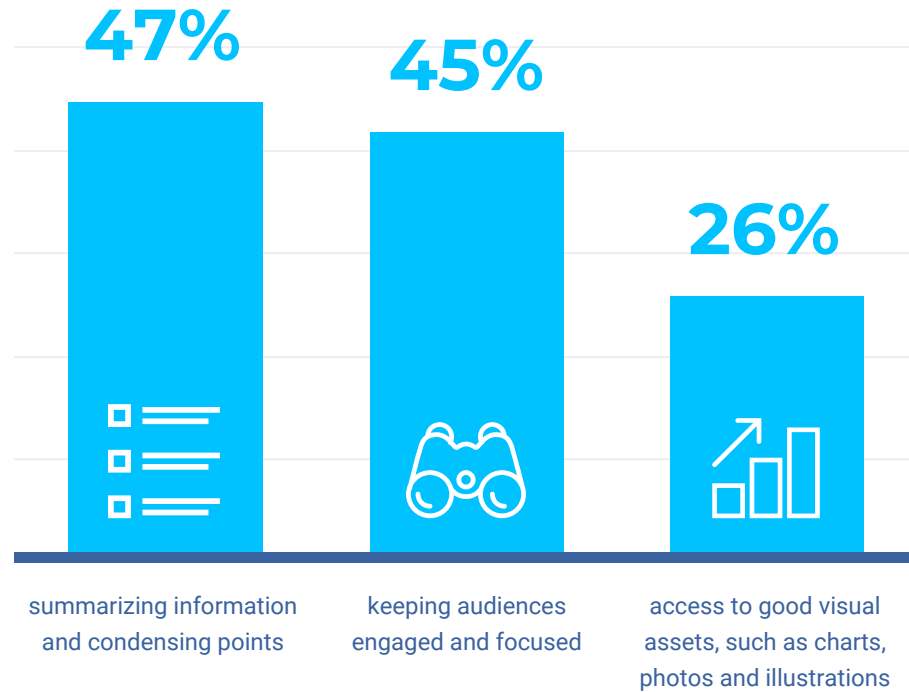
That's what this ebook is here for. We're not all designers, but we can all design outstanding, memorable content for our webinars and presentations that engage and captivate our audiences. In this ebook, we'll highlight the major design challenges presenters face, and show you how you can master presentation design.

# Common Challenges for Webinar Presenters Today

Earlier in the year, Venngage surveyed **400 presenters** about their process of designing presentation slides. One survey question asked presenters how much time they spent on presentation design. That time dramatically decreases when people start with an existing template.



We also asked these presenters what their biggest challenges were when designing their presentation decks.



Our design tips and best practices will address these issues and many more in this ebook.



# The Basics of Webinar Slide Design

## Save tons of time with a template.

Starting with a blank slide is daunting. Where do you begin, how do you create cool effects, what colors should you incorporate, what combination of fonts would work best? These are just a few of the questions you'll need to answer as you get started.

However, a webinar or presentation template makes your life easier. The right template provides a consistent layout, lets you duplicate pages with a click, and provides you with design inspiration.

Using a webinar template, you can easily swap visual elements, add your own stock photos, or change the color scheme to make it entirely your own.

Best of all, you can save your customizations as an entirely new template for the future. Having your own customized templates keeps your designs consistent and reduces the time you spend slaving away in PowerPoint.



**GREEN FOODS**

OUR FRANCHISE OPPORTUNITY WITH LOCAL GREEN INGREDIENTS THAT FOODIES LOVE

**Circle Brush**  
Connecting businesses to the artists they need

TIPS FOR PICKING  
**INFOGRAPHIC IDEAS**

**FLUME**

↓

WHY YOU NEED THIS  
NEW YORK-BASED MARKETING AGENCY

**THE COMPETITOR: CONVENTIONAL & IMPORTED** VS **GREEN FOODS: FRESH & LOCAL INGREDIENTS**

**GMO FARM:** Grown non-locally with pesticides

**IMPORTED:** Preservatives are added to prolong long transport and travel for delivery

**LOCAL FARM:** Locally and organically grown.

**SERVED FRESH:** Delivered fresh at our restaurants with no preservatives and additives.

Circle Brush Pitch Deck Page 06

**Revenue/Business Model**

Similar to UBER and AIRBNB, Circle Brush identified an underserved market segment.

A monthly cost of \$50/month for artists and \$150/month for businesses has generated the company a profit of \$117,000 within our first 2 years.

No sales team is required, only strong marketing and effective customer experience teams.

TIPS FOR PICKING INFOGRAPHIC IDEAS

**Overview of the Tips**

Solve a burning problem → Find extreme cases

Challenge the status quo → Go outside your immediate field

Mashup two or more topics → Find riches and subcultures

Change the perspective → Find origin stories

**OUR EXPERIENCE**

MARKETING SINCE 1966  
FOUNDED BY VISIONARY AD-MAN, ALAN PARSELLE

**PROFIT GROWTH**

**CUSTOMER SATISFACTION**

**PROMOTE CULTURE OF HEALTHY AND GREENER FOOD CHOICES**

Our core values focuses on the demands of our consumers and their trust in our food services for the following:

- To create healthy, fresh and plant-based menu selections
- Experience quality service from our franchisees and staff
- Help support our local produce farmers and the economy

Circle Brush Pitch Deck Page 09

**Arvind Deppah**  
CEO and Founder of Circle Brush  
17 years exp. business management  
4+ years supply-chain & logistics

**Amirah Kahn**  
Business Development Officer  
15 years small business consultant

**Matt Greave**  
Senior Architect  
17 years mobile software development

TIPS FOR PICKING INFOGRAPHIC IDEAS

**Why Aren't People Looking at Your Infographics?**

We live in an extremely noisy world. We are constantly bombarded by thousands of messages everyday on social media, emails, TV, and anywhere else you're hooked up. That means your audience won't care about topics that are boring, old and don't resonate strongly with them, no matter how much you try to push it to them.

In fact, we did a content benchmark study last year where we looked at over 100k articles (including text, articles, infographics, video posts) to see what content performed the best.

FLUME - OUR PASSION, OUR PROFESSION

OUR EXPERIENCE

OVER 300,000 MARKETING CAMPAIGNS

OVER 212,000 CLIENT RELATIONSHIPS

EARNED 196 INDUSTRY AWARDS

**SEE MORE TEMPLATES**

## Summarize information effectively in your webinar slides.

The biggest design challenge for presenters, according to our survey, is **condensing information for their slides**. That's no surprise, especially if you're presenting detailed research or exploring a complex topic. To keep your presentation strong and to the point, determine your core message. All your slide content needs to tie directly back to your core message. This helps you keep the essential points, and drop anything else.

Now, how do you best convey all the critical information? Crowding too much information on one slide will overwhelm your audience or distract them. There's way too much to take on the first slide, so what do you do? It's simple – use more slides! There is no rule for how many slides your webinar should or should not have. Which means each point can be on an individual slide. Plus, keeping your presentation moving will help stimulate your audience and keep them engaged.



**Marketing Stats for 2019**

- 85% of mobile advertisers believe they're providing a positive experience, while only 47% of users would agree
- Mobile conversion rates are rising, but still in third place
- 60% of people have started using voice search within the last year
- The average number of organic results on Google searches has dropped from 10 to 8.5
- The time of day to send emails is between 4PM and 8PM
- Segmented email campaigns have an open rate that is 14.32% higher than non-segmented campaigns
- 4.8% percent is the average conversion for sites that use video, compared to 2.9% for sites that don't

02



**Marketing Stats for 2019**

**60% of people** have started using voice search within the last year

02



Try limiting yourself to **one point per slide**. Your slides will look clean and professional, your point will have a bigger impact, and your audience will stay focused.



## Using the right charts and graphs.

Charts and graphs help tell a story with data. With very few words, effective data visualization can:

- Highlight a trend over time
- Draw comparisons and reveal patterns
- Show the magnitude of a gap
- Explain a process or structure

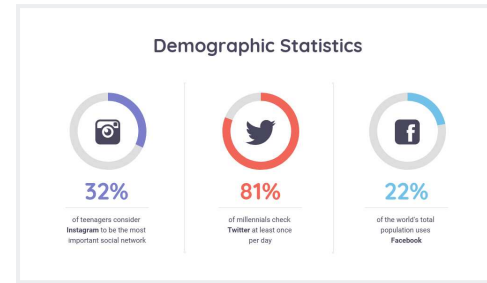
However, you need to understand which types of charts to use and when. For that, we've devised the ICCOR principle.

### ICCOR stands for:

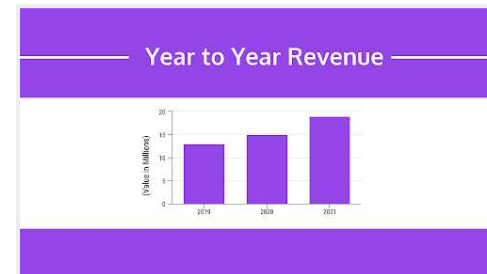
- Inform
- Change
- Compare
- Organize
- Relationship

Here's how to apply the ICCOR principle:

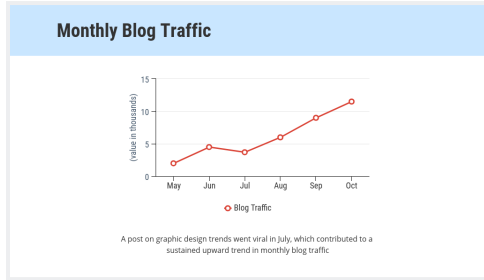
When you present data to simply inform your audience, you can use a large bold number, donut charts or pictographs:



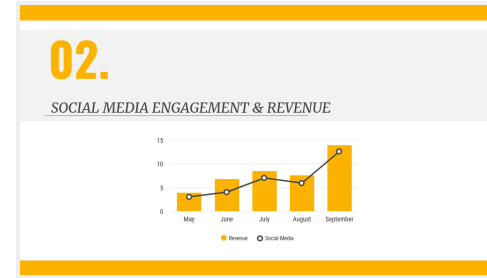
For drawing comparisons, use bar charts, bubble charts, pie charts, or stacked bar charts:



To track change over time and patterns, you want to use visuals such as timelines, area charts, line charts, or map charts:



Lastly, to present relationships, use histograms, scatter plots or multi-series charts.



To just organize information, explain a process or existing structure, you can use visuals like lists, charts, tables or Venn diagrams:

	MARKETING	OPERATIONS	FINANCE	HRM
PROJECT A HENRY A.	MARKETING MANAGER TEAM (A)	OPERATIONS MANAGER TEAM (A)	FINANCE MANAGER TEAM (A)	HR MANAGER TEAM (A)
PROJECT B SOPHIA N.	MARKETING TEAM (B)	OPERATIONS TEAM (B)	FINANCE TEAM (B)	HR TEAM (B)
PROJECT C JANELLE P.	MARKETING TEAM (C)	OPERATIONS TEAM (C)	FINANCE TEAM (C)	HR TEAM (C)
PROJECT D KORWILL.	MARKETING TEAM (D)	OPERATIONS TEAM (D)	FINANCE TEAM (D)	HR TEAM (D)



For more specific tips, check out:

**10 CHART DESIGN**  
**BEST PRACTICES**

# Incorporate your brand into your webinar slides.

If you've got an audience for an hour, focused on you, it's an opportunity to introduce and reinforce your brand.

A redesign of Airbnb's popular pitch deck demonstrates how brand colors, logos, fonts and overall design incorporate a brand's look and feel:

WELCOME

## AirBed&Breakfast

*Books Rooms with Locals, rather than Hotels*

PROBLEM

**Price** is an important concern for customers booking travel online.

**Hotels** leave you disconnected from the city and its culture.

**No easy way exists** to book a room with a local or become a host.

SOLUTION

A **web platform** where users can rent out their space to host travelers to:

- SAVE MONEY**  
when traveling
- MAKE MONEY**  
when hosting
- SHARE CULTURE**  
local connection to the city

MARKET VALIDATION

**630,000**  
on temporary housing site  
couchsurfing.com

**17,000**  
temporary housing listings on SF & NYC Craigslist from 07/09 - 07/16

MARKET SIZE

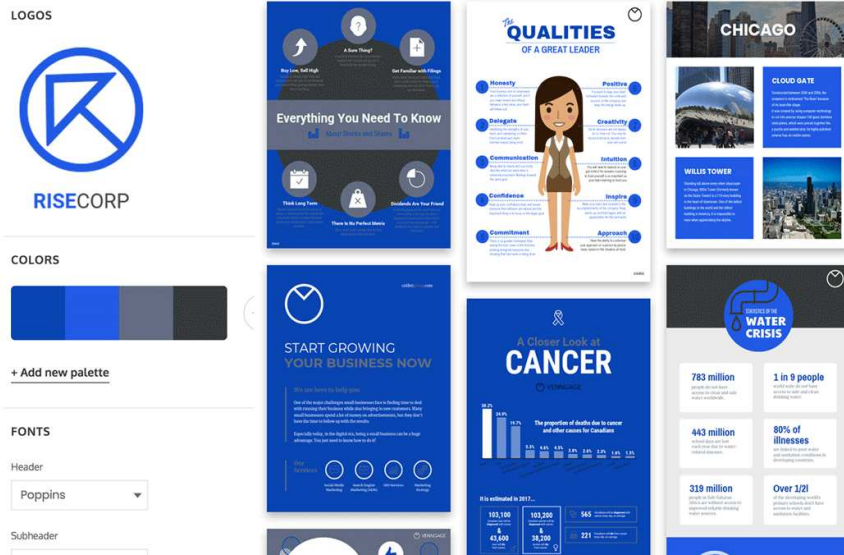
- +1.9B**  
TRIPS BOOKED (WORLDWIDE)  
Total Available Market
- 532M**  
BUDGET & ONLINE TRIPS  
serviceable Available Market
- 10.6M**  
TRIPS W/AB&B  
Market Share

PRODUCT

Search by City → Review Listings → Book it!

[GET THIS TEMPLATE](#)

The easiest way to consistently brand your webinar slides is by using **Vennengage's branding kit**. This Business feature allows you to add your brand's logo and unique color palettes to a number of templates before you even start designing. Just take a look below:



When it comes to branding, consistency is key. Consistent color palettes or color palette styles, consistent font styles, consistent logo placements and text margins are all important to present a cohesive brand identity.

You can look to your brand's style guide for advice on how to design your presentation decks. If your brand hasn't created one, consider making one. You can get started with this [brand style guide post](#).

Lastly, you want to use visuals that reflect your brand's personality. If your brand is fun and quirky, your webinar slides should reflect that with the use of vibrant colors, gifs and memes. On the other hand, if your brand is a bit more cool and sophisticated, then a sleek webinar design would be appropriate.



# 6 Webinar Design Hacks to Blow Your Audience Away

Some of the most captivating webinar slides I've seen have been super simple. Often, the organization of information and images is just as important as the visuals used. These are simple design practices that you can use, to make a lasting impression on your audience.

**Let's look at 6 webinar design hacks that will help you design an awesome presentation.**



## #1. Start with a great title slide

Your title slide is the best place to grab your audience's attention.

People tune in immediately if they like what you've shown them. They also expect that the rest of the presentation will be as intriguing. However, a dull title slide suggests the whole webinar is going to be equally dull. According to [GoToWebinar's](#) research, list and how to titles that convey concrete value work best and will attract a bigger audience.



[Source](#)



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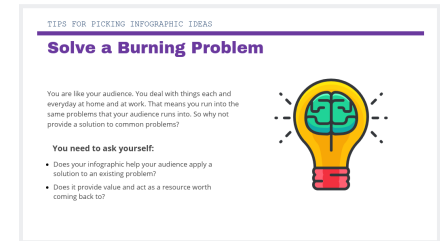
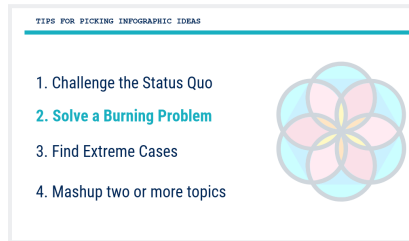
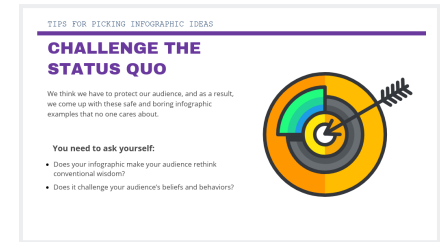
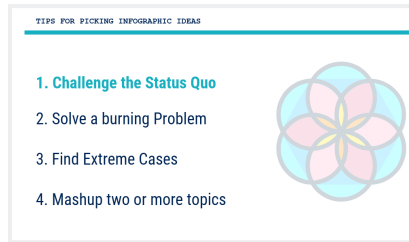
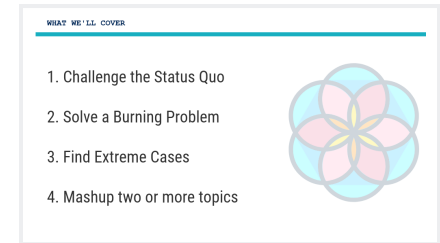
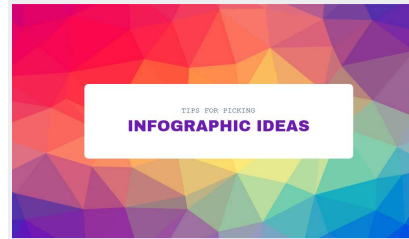
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## #2. Use scaffolding slides

Your audience can get lost during long webinars, especially if you have lots of slides. To help your audience stay focused during your webinar, you can use something Venngage's Brand Evangelist, Midori Nediger, likes to call 'scaffolding slides'.

**Scaffolding slides are slides that appear throughout the presentation to highlight the part of the webinar you're focusing on.** The 'core' scaffolding slide is the agenda slide which appears after the title slide. It outlines the major sections of the webinar. At the start of each section, you show the agenda again but highlight the current section title in your webinar, as seen on the right.

The advantage of scaffolding slides that you keep your audience on track with the webinar, but also give them a sense of progress which renews their focus.



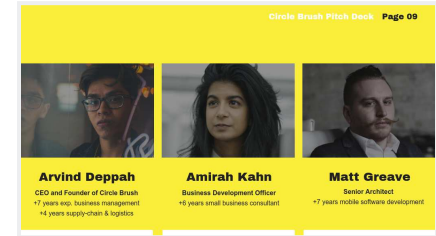
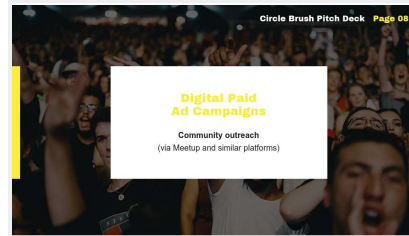
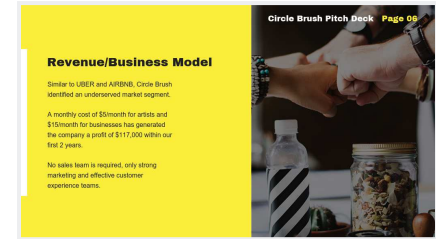
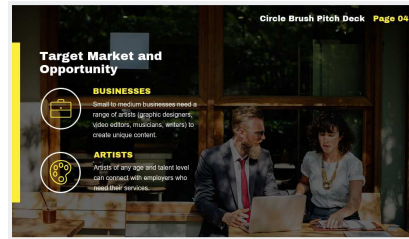
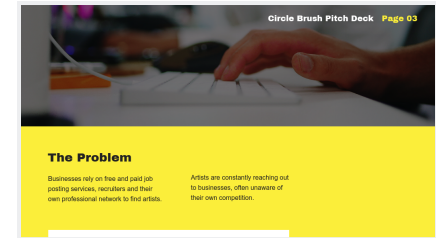
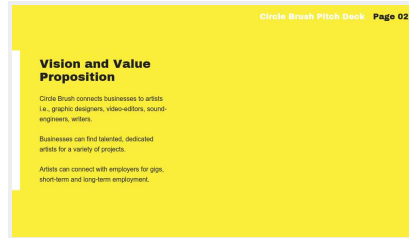
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### #3. Alternate webinar slide layouts

Another helpful formatting trick is to use alternating layouts.

Rather than have the same format for 120 slides, your alternate between two or three different formats.

This approach helps sustain a sense of change and newness as you move through your slides.



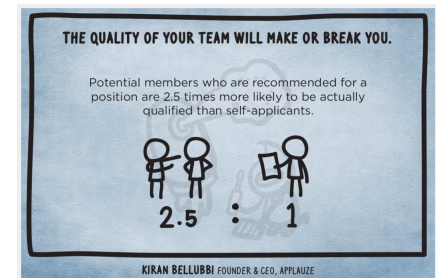
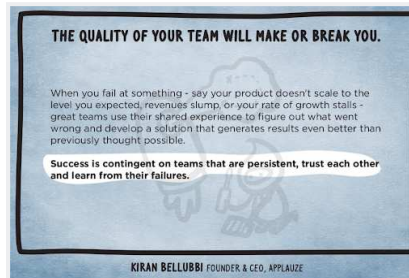
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## #4. One topic per slide

**Never try to do too much in one slide.** Sometimes topics seem connected, but they can be broken down further into smaller, simpler points for your audience to take in.

Slides aren't like paper, you don't need to worry about wasting them. So as I mentioned before, be liberal with how many slides you use.

Here's an example from Referral Candy, where one topic gets explored across multiple slides:



[Source](#)

## #5. Minimize text, maximize visuals

**Visuals can communicate emotions, ideas, thoughts and entire sentences.** So don't waste words when you don't have to. Not only will the visuals give your audience a bit more to focus on, they will make a lasting impact that outlives words alone.

Here's a great example of communicating with visuals by Montreal-based web designer, Elodie Ascenci:



[Source](#)



## #6. Use icons for emphasis, memorability

With a tool like Venngage, you have access to thousands of illustrated, line and flat-style icons. But you shouldn't just use them as fancy, attractive distractions.

Icons help organize your information, emphasize your point, and make statements more memorable. Studies show that pairing visuals with text improves the memorability of that content.

Let's revisit an example from earlier on. Each slide deck explores core ideas that are simplified and symbolized by specific icons.



**8 REAL ESTATE HACKS YOU SHOULD KNOW**  
To help you get the most when you're buying or selling a home  
By Nassar Sadiqui  
Vantage Realty



**3 WHEN SELLING, YOUR LIST PRICE CAN NEVER BE TOO LOW**  
The worst thing you can do is list your house too high. It won't sell, the months will go by, people will think there's something wrong and now your house is cursed. If you start by listing low, you can create a multiple-offer scenario that drives up the selling price to what it should be.



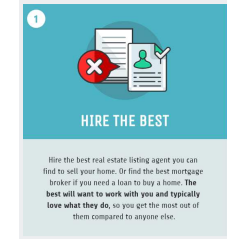
**4 WHEN SELLING, YOUR FIRST OFFEROR IS YOUR BEST ONE!**  
Your first offeror is your best offeror, so you can turn them down but don't shut them out. It's likely the first offeror really loves your home and are more willing to negotiate on price and terms. You can really make the most of this by having an experienced real estate agent negotiate for you.



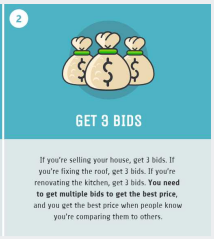
**7 IF YOU CAN'T QUALIFY FOR A LOAN, GET CREATIVE**  
You may not qualify for a loan, but that doesn't mean you don't qualify for home ownership. You can still have the home you want, but need to get creative. There are plenty of resources out there today to help you.



**8 ALWAYS MAINTAIN WALK AWAY POWER**  
Always be willing to walk away from a bad deal. It may look like your dream home or the perfect neighborhood, but if things don't make sense then walk away. Otherwise, you create an opportunity to get trapped by hidden expenses and unpredictable life changes.



**1 HIRE THE BEST**  
Hire the best real estate listing agent you can find to sell your home. Or find the best mortgage broker if you need a loan to buy a home. The best will want to work with you and typically love what they do, so you get the most out of them compared to anyone else.



**2 GET 3 BIDS**  
If you're selling your house, get 3 bids. If you're fixing the roof, get 3 bids. If you're renovating the kitchen, get 3 bids. If you need to get multiple bids to get the best price, and you get the best price when people know you're comparing them to others.



**5 WHEN BUYING, BUY RIGHT OR NOT AT ALL!**  
Life is unpredictable, and selling a house you recently bought can be very complex, time consuming and energy draining. Make sure you have a sense of what the coming years look like so that purchasing a new home won't create issues for you down the line.



**6 WHEN BUYING, BUY LESS THAN YOU CAN AFFORD**  
Don't break the bank when you purchase a new home. Leave lots of extra financial cushion. Purchasing a new home comes with a lot of hidden expenses, like maintenance costs, that you want to be prepared for.

**GET THIS TEMPLATE**

# Conclusion

Webinars are a great way to engage online audiences from around the world. You get to connect with people who rely on your expertise and insights directly.

Of course, a webinar is only as good as it is engaging. That's where smart design choices come in. Captivating and memorable slide design is at your fingertips. You don't need a professional, or a costly (and complicated) software to design attention-grabbing slides.

With the right online tool and access to professionally-designed templates, thousands of icons and stock photos, and great fonts, you can easily create beautiful slides for a captivating webinar.

**So do you want to crush your webinars?**

Then check out [Venngage](#) and [GoToWebinar](#) today!



## About Venngage

The ultimate presentation maker.

Venngage is a fun and easy-to-use presentation design tool.

- Hosting a webinar?
- Speaking at a conference?
- Leading a business meeting?

Venngage provides with you the perfect templates and appropriate tools to help you communicate in an effective and engaging way. Our templates are designed for non-designers, and can be hosted directly from our editor.

Learn to design captivating slides for your next webinar!

[GET STARTED WITH VENNGAGE](#)

## About GoToWebinar

The leading webinar platform.

With GoToWebinar, you can reach more people faster, build stronger connections and let your audience see the real you. Whether you're using webinars for marketing, training, or corporate communications, GoToWebinar erases the hassle, making it easy to plan, present and engage your audience.

Start your free trial today, and see why more customers choose GoToWebinar than any other webinar provider.

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