



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

Cynthia Clay

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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

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