**BEST PRACTICES AND GUIDELINES FOR RECORDING WEBINARS** (NA VERSION)

**RECORDING THE WEBINAR VIDEO ON YOUR OWN**

**PLAN PRESENTATION & INCLUDE TABLE OF CONTENTS (TOC):**

* Create an outline of your presentation and break it up into sections (or chapters), which will be part of the recorded webinar Table of Contents (TOC). The suggested duration of your presentation/video is **30 minutes or less**.
* **Why?** TOC have been proven to keep customers engaged in our recordings and increases the duration of time that viewers watch a webinar online.
* **Effort?** Five to seven chapters are suggested for a 30 minute recording. Adding a TOC to your recording adds about 5-10 minutes of extra work. TOC use is approved by MMT. See specific details below in the “**RECORD WEBINAR**” section.
* We encourage a conversational style for the presentation. Having more than one presenter is allowed and should be a consideration for your presentation.

**SET-UP INSTRUCTIONS:**

1. Set screen resolution to: **1280 x 720 (16:9)** *(for widescreen demos & PPT)*
2. Open **CAMTASIA 8** software (View a [Camtasia video tutorial here](http://www.techsmith.com/tutorial-camtasia-8.html) to get started)  
   \*\*Please note: you may still have Camtasia 7 on your computer, which is fine to use. Any new requests for Camtasia will feature version 8.3\*\*
3. Select “Record the screen” to open Camtasia Recorder.
4. In Camtasia Recorder, set the Audio input device (in dropdown menu next to the Audio Button).

If in Webinar Studio:

1. Select **Audio Device**= “Line in at rear panel (Blue)” in the dropdown menu.
2. Unmute either headset #1 or #2 on the mixer and test your headset. As you speak check that the colored bar moves up and down to show audio input.

If recording on your laptop or home computer:

1. Using an external headset microphone does not automatically override (mute) the internal laptop microphone in Camtasia.
2. Select **Audio Device**= “Plantronics USB headset\*” in the dropdown menu.
3. Set Audio Quality to 44.1 kHz 16 bit Mono – in the Audio dropdown menu select “Options…” on the Inputs tab under the audio section select “Audio settings”. Format should be PCM, Attributes should be 44.100kHz, 16 bit, Mono.

\*SSG-Recommended Headset Microphone: **Plantronics USB headset** compatible with Windows/Macintosh. Email/call SSG: Jonathon Blount (110-2046), Allen Kiefer (110-7236) or Gaetano Santamaria (136-6828) or submit an SSG Help Request. The NA Webinar Team has a headset microphone for presenter use in Marc Ricci’s office (Plantronics USB headset compatible with Windows/Macintosh). Please contact Marc or Aimee to borrow it.

1. Close all applications (especially email) that are not needed during the presentation.

Hide Windows Toolbar (Auto hide task bar) and confirm clock (time and day) are hidden. Unless absolutely necessary, **the recording should look like it is presented live** especially if the recording is being used as a live webinar broadcast. One example of this might be how you message a long running computation.  With a recording, one option would be to crop out the computation and use a transition to show it.  However, this should be avoided and be messaged more like it would be at a live seminar/webinar.  E.g. “This computation takes a few minutes to run, so while it’s running I’m going to do x.”

1. Be sure “Aero” (transparent glass effect on your Desktop) is disabled by either of the following steps:
   1. From the desktop, right-click>Personalize and select Windows 7 Basic Theme
   2. Or Auto disable from Camtasia Recorder. Tools> Options on General Tab check the box for Disable Aero during capture.
2. If your Windows Desktop will be showing during the recording, turn off any custom wallpaper/background and clean up your desktop icons.
3. Use this year’s widescreen [MathWorks PPT template](http://sharepoint/marketing/marcomm/webinars/natick/Documents/Web%20Forms%20for%20Content%20Owners/MW_2014_Public_widescreen_PPT.pptx)
4. Confirm cell phones, printers, etc. are either off or in silent mode; ensure quiet environment.
5. **Produce 30-second audio sample to ensure sound quality (record and listen to audio sample) before recording entire webinar. \*\*VERY IMPORTANT\*\***
6. Click on the Red “Record” button in Camtasia Recorder when you’re ready to begin. Use F10 button to stop recording.
7. HELPFUL REMINDERS: Make sure your first slide (Intro slide) does NOT include the date or time as we hope to reuse the recording after the live event. Minimize the use of the “zoom” feature in Camtasia as it makes the broadcast look pre-recorded.

*(continue to next page)* **RECORD WEBINAR:**

1. Rehearse your presentation in advance to optimize the quality of your presentation and minimize long periods of silence – often referred to as “dead air.”
2. End recording with the following statement. Include the word “We” in case someone else is providing Q&A support:  
   **“Please post your questions in the “Q&A” panel, which is indicated by a “?” mark in your WebEx panel at the top of the screen. We will take a few moments to review them and then come back online to answer your questions.”**
3. Listen to your entire webinar recording in Camtasia. Please do not submit your files until you are satisfied with the quality of your recording. Again, please avoid using the “zoom” feature in Camtasia as it exposes that this is a pre-record.

**How to add TOC chapters to your recording:**

1. Add chapter markers for the Table of Contents (TOC) in Camtasia by selecting:   
   **“Edit: Markers: Add a Marker”** in the top menu-This prompts you to name each chapter marker and adds the marker to the timeline where you want the chapter to appear.   
   SHORTCUT: find the spot on the timeline with your pointer and **hit letter “M”** to add marker.
2. **Chapter Character limitations:** Keep chapter titles under 35 characters long (per SSG) and send this information to WebinarOps and SSG in an email or Word document when the recording is complete. You can also save this document directly in the recording folder where you place your Camtasia files.

**SUBMIT WEBINAR RECORDING:**

All recordings should be submitted to WebinarOps and AtTask at least one week in advance of live webinar broadcast date. For “record-only” webinar videos, please allow two weeks to publish the webinar to MW.com.

**Option 1 – Submit Edited Camtasia Files:**

1. Submit \*.camProj and \*.camRec files
2. Export project as .zip file using Camtasia (File>Export project as zip…)

**Option 2 – Submit raw Camtasia file for SSG to Edit:**

1. Submit raw \*.camRec files
2. Please name .camrec files so they can be put in order (part 1, part 2, etc.)

**Upload your recorded Camtasia files or zipped Camtasia project here**: [\\mathworks\foundation\Presentation\Webinars\inbound](file://mathworks/foundation/Presentation/Webinars/inbound)

(DO NOT POST TO SHAREPOINT. This causes errors for finding the files.)

Update your AtTask task request and mark the task as Completed so that WebinarOps, SSG, and the Webinar Team are aware that you are done. Please include the SSG file location in your update and a PDF copy of your PPT presentation slides.

**WHAT TO EXPECT ON THE DAY OF THE LIVE WEBINAR (IN-STUDIO)**

1. Arrive at the Webinar Studio (AH2, 1st floor, NE122) at least 30 minutes prior to the presentation time for set-up/audio tests.
2. Store presentation files on the local machine in the WebEx studio - or bring your own laptop (docking station is provided in the studio).
3. Change your default homepage to the external site or to blank screen to avoid transmitting sensitive information on our internal home page.
4. Make sure you use the most recent version of MATLAB and that it is installed in studio.
5. Pause during slide changes and during product demos to avoid audio “drop outs”.
6. Open additional browser windows when using applications besides PowerPoint. This will safeguard against crashing WebEx when MATLAB, etc. make a “call” to Internet Explorer (ex. Report Generator).
7. Explain what you are pointing to before you use the mouse to point to it. Pause a few seconds before moving on to the next point you want to show. The reason for this is that mouse movements, pull-down windows, etc. are only small screen re-draws and transmit much faster than the audio. Give time for things to catch up on-screen.
8. Pause at least 2-3 seconds after you finish explaining a slide before switching to the next one. After you change slides, wait a few seconds to begin speaking again. The VoIP can drop our or be “garbled” if the presenter changes slides while the audio “packet” is being sent.
9. Stop “Desktop Sharing” before beginning the Q&A.
10. What’s next? After Q&A let attendees know that any questions that were not answered will be followed up via email. Explain that the recorded version of the webinar will be available in one week on the web site: [www.mathworks.com/recordedwebinars](http://www.mathworks.com/recordedwebinars) and that all attendees will receive a post-event email when recording is available.
11. Post example code files from presentation to MATLAB Central and send link to Webinar program manager so he/she can post it to the recording landing page.

**ABOUT THE WEBINAR PROGRAM**

**GOAL:** The webinar program is the leading campaign member (lead generating) program for MathWorks. Webinars generate high-quality leads for Sales worldwide by educating customers and prospects about our new and existing products, markets, and applications using a cost-effective, interactive technology. The goal for 2014 is to increase webinar Opportunities with revenue, across global offices, by repurposing English-language content and live webinar promotions from NA.

**FOCUS:**

You should not include background information about MathWorks in your recordings. Focus instead on the key capability of solutions that our customer would be interested in and highlight the product(s) you are demonstrating.

**DURATION: 30 minutes or less**

The following guidelines should help you create your presentation accordingly:

* Introduction of key capabilities – 2-5 minutes
* Demonstrations – 15-20 minutes
* Summary/Closing – 5 minutes

(For record-only webinar videos: try to keep the duration at 30 minutes or less.)

(*Strongly* *Suggested:* Prepare 5 questions {with answers} to bring to the live webinar presentation in case your attendees do not ask questions or ask bad questions during the Q&A.)

**CONTENT:**

Live demos should be included (2 suggested) and should begin early on in your presentation. Electrify the audience and get them interested in what you are showing!!

Presenters can make attendees aware of any upcoming event or resource that would be of interest to the audience. (Product Trial, Virtual Conferences, Training, other Webinars, etc.)

**FOLLOW-UP:**

Be sure to provide your e-mail address (or the [webinars@mathworks.com](mailto:webinars@mathworks.com) email) so attendees have a direct contact if they have questions afterwards. All presenters will receive a copy of all questions asked during the presentation along with contact information on each attendee so that he/she can follow-up directly with that person.

**SUPPORT:**

Each webinar will have a presenter(s), a host and an SSG support person. The host will open the meeting and answer any WebEx related questions. SSG support will record the session and handle any technical difficulties that may arise. The presenter(s) will present the materials and answer any questions during the Q&A session in regards to the topic discussed and follow-up after the event when necessary.

**QUESTIONS?**

Workfront, landing page, or deadline questions contact Andy Cedrone/Webinar Operations  
at [webinarops@mathworks.com](mailto:webinarops@mathworks.com)

Planning or Webinar Program questions:

Contact the NA Webinar Team:

Aimee Somelofske (110-7806) [Aimee.Somelofske@mathworks.com](mailto:Aimee.Somelofske@mathworks.com)

Marc Ricci (110-6766) [marc.ricci@mathworks.com](mailto:marc.ricci@mathworks.com)

Technical questions on Camtasia, screen capture, or WebEx:

Please contact SSG:

Jonathon Blount (110-2046) [Jonathon.Blount@mathworks.com](mailto:Jonathon.Blount@mathworks.com)

Gaetano Santamaria (136-6828) [Gaetano.Santamaria@mathworks.de](mailto:Gaetano.Santamaria@mathworks.de)

Erika Sakashita (180-6829) [Erika.Sakashita@mathworks.co.jp](mailto:Erika.Sakashita@mathworks.co.jp)