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## Webinar Magic Evaluation Criteria

<b>Criteria</b>	<b>Suggestion</b>
<b>Cognitive Overload</b>	
<i>Key Message – 10% message</i>	What was the key message?
<i>Magical Mystery 3</i>	Were there three inter-related messages that were easy to remember? What were they?
<i>Quick and Easy to Understand</i>	Did the presentation get to the point quickly and was it easy to understand?
<i>Competition for Attention</i>	Was there information that competed for my attention or was distracting to the key message?
<i>Information is Unfamiliar or terms not well defined.</i>	Was unfamiliar information and/or unfamiliar terms explained well?
<b>Boredom</b>	
<i>Change 4-5 seconds</i>	Did information change frequently enough to keep you engaged yet still provide enough information to enable learning?
<i>Strange</i>	Was there anything strange that caught your attention?
<i>Surprise</i>	Was there anything that surprised you and re-focused your attention?
<i>Incomplete</i>	Was there any incomplete information that would allow you draw your own conclusions or leave you ‘thinking...’ ?
<b>Script</b>	
<i>Tell Story w/pictures and music (sound effects)</i>	Were there engaging stories?
<i>Write script like you talk</i>	Was it conversational?
<i>Remove Redundant Words</i>	Were there any redundant/unnecessary words?
<b>Other</b>	