

THE ANATOMY OF A WEBINAR

15 ESSENTIAL ELEMENTS FOR SUCCESS





1. THE CONTENT

What do you currently have?

Don't reinvent the wheel

Blog and eBooks

Research Reports

Online TV Shows

Customer Stories

Tip: Consider your format and style



2. YOUR WEB PAGES

Registration and On Demand

Logos and branding

About your event

Regos fields to minimum

Above the fold

Speaker images and bios

Sponsor logos

Confirmation Pages or text

3. PROMOTIONAL MESSAGING



INVITATION EMAILS

Community database, Partners, Presenters, Newsletters

GET SOCIAL

LinkedIn, Facebook, Promo Videos, Posts and Articles

INTERNAL TEAMS

Email signatures, teams, website,

OTHER WEBINARS

Link to upcoming and on demand webinars



4. SPONSORSHIP

Think beyond logos...

Promotional messaging

Webinar Player

Videos

Intro and outros

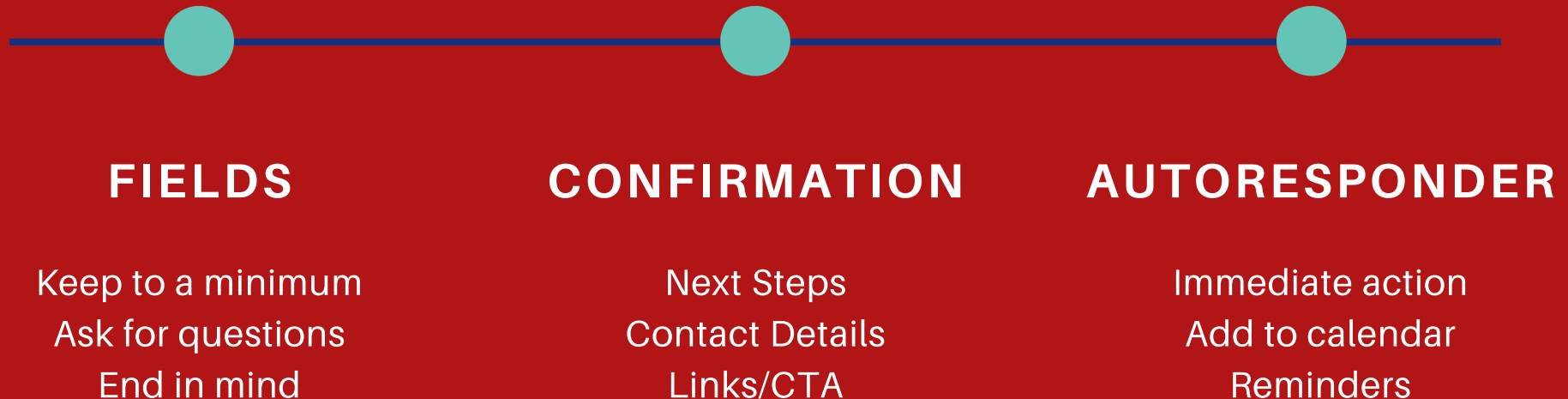
Moderation

psst...

HEAD TO THE RESOURCE FOLDER
TO ACCESS 21 TIPS FOR ONLINE
SPONSORSHIP

5. REGISTRATION

MAKE IT EASY. KEEP IT SEAMLESS

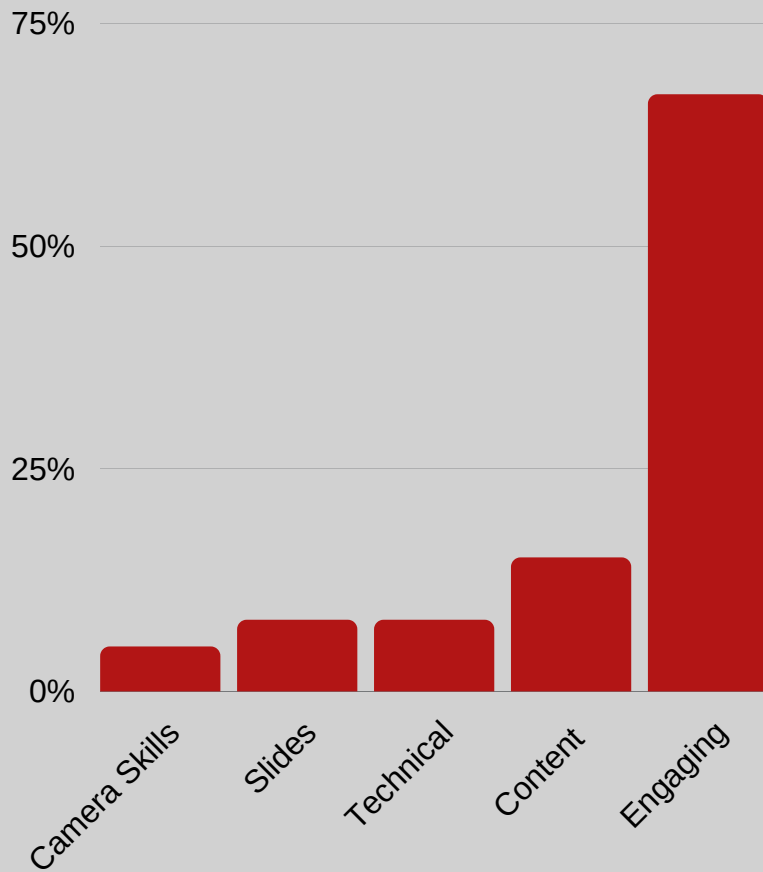




6. THE PLATFORM

Make it work for you

Select your format
Audio vs Video and Slides
Studio or Remote
How customisable is it?



7.TALENT

Testing and Training
Platform features
Moderation and Facilitation
Panels

8. SLIDES AND RESOURCES

● Slides

- Open and closing
- Hold Slides
- Consider animations
- Various Presenters - 1 slide deck

● Resources

- Relevant Content
- Links and PDFs
- Videos
- Future Webinars

9. POLLS

GOLDEN RULES

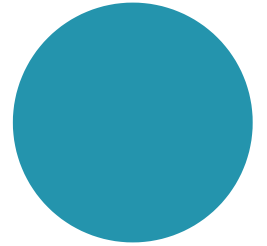
Poll early, and poll often
Ensure polls are relevant

OPTIONS

Multiple Choice
One Response

EXAMPLES

How are you feeling right now - beginning and end
How many webinars have you joined before?
What's your one takeaway from today?



10. Q&A

PRIVATE CHAT

Submit questions to
moderator and speakers

Export Transcripts for
FAQ post event

OPEN CHAT

Encourage open
discussions

Great for community
building over time

VIDEO CHAT

Have attendees submit
videos prior

QA style events to
increase engagement

PRE CHAT

Have attendees submit
questions via rego page

Post questions on slides
and responses

CHECK OUT OUR BLOG:

**9 WAYS TO TAKE
QUESTIONS IN
YOUR NEXT
VIRTUAL EVENT**

11. TRAINING



TIMING

1 WEEK BEFORE
GROUP SESSIONS



PANEL DISCUSSIONS

HOW WILL IT WORK?
WHO WILL MODERATE?
Q&A SESSIONS



PLATFORM AND FEATURES

ANSWERING QUESTIONS
MOVING SLIDES
BACKUP OPTIONS

12. TESTING

Times have changed..

Video and Audio

Backup options

4G connection

Who else is home?

psst...

HEAD TO THE RESOURCE FOLDER
TO ACCESS TIPS FOR THE BEST
INTERNET CONNECTIVITY

13. POST EVENT SURVEY



Questions:

Presenters, content, future topics, technology



Access:

Within platform, redirect, after event



Follow up:

CPD, responding, FAQs



14. ON DEMAND

Your Recording

Archive Recording

MP4 Videos

Hosting options

Single Sign On

Reporting

CPD Points

You Tube or Vimeo

Websites

15. REPORTING

● What you can access:

- Attendees
- Chat Transcripts
- QA Transcripts
- Feedback
- Location and Duration

● How you can use it:

- Lead Generation
- Future Topics
- Format of Webinars
- ROI and Success



FINAL THOUGHT...



Start with the end in mind