TIPS FOR **RUNNING A** SUCCESSFUL WEBINAR



Split the roles of organizer, facilitator



Most online audiences tend to lose interest after about 45 mins



It's important, therefore, to organered given this time constraint, or one hour or less and run a series of



Avoid long

presentations from

Engage your audience

Include end-user perspectives



If you can engage a client repre-

from the start

- ► Give the audience a valuable takeaway in the first five minutes perhaps by talking about a personal experience relevant to the topic of your webinar.
- ► Try to limit the "housekeeping" and speaker introductions to two minutes.
- ► Use **polls** throughout the presentation to engage your audience.
- ► Keep the engagement going with a call to action on the closing slide.

WEBINAR FORMATS

One Speaker



Interview Style

Moderated Panel

Offers a variety of

More engaging to hear

Scheduling the run-through

More people to train and

Discussion



If done well, partici-

Requires a skilled, experi-



Create a detailed agenda so that all topics are addressed and the webinar runs to time

AGENDA



Make your visuals engaging

uals that illustrate the topic being discussed. ► A slide introducing each presenter, including job title, af-

- filiation, and a photograph if available. Keep these short and even if the slide contains the full bio, ensure you don't ically switch off. ► A quick overview of the webinar agenda and the topics to be covered.
- ▶ Screen grabs of websites or tools you will be discussing. If the image stills) for a more dynamic experience.
- ► Abstract images to grab people's attention the slide doesn't always have to contain text, sometimes a striking and relevant visual is great, as the speaker talks to the audience.

11:00 Moderator introduces speakers and provides an overview of the platforms being discussed.

- 11:10 First speaker presents the pros and cons of platform 1
- 11:20 Second speaker presents the pros and cons of platform 2 11:30 Third speaker presents the pros and cons of
- platform 3 11:40 Moderator opens questions to audience
- 11:55 Moderator opens panel discussion for all participants to discuss the main priorities for optimising
- manufacturing plans for the future 12.10 Moderator wraps up webinar, thanks participants, and tells audience where they can go for more

PROMOTING YOUR WEBINAR

participate in a dry run is vital to ensure the webinar runs smoothly on the

Ensuring all presenters

Research shows that the

main reasons attendees will leave a webinar

early are: ► ...content was not as advertised ▶ ...the presenter reads directly ...the webinar began with com-

- ► ...they were familiar with the in-
- ▶ ...the webinar was over 1 hour ► ...the presenter(s) spoke slowly.
- **POST-EVENT**

information 12.15 Webinar closes.

marketing activities to maximize participation in your webinar.

Open multiple avenues for feedback from your participants



► Online surveys. ▶ Direct audio or visual conversation.

► E-mail.

► Social media.

used to inform your future webinar plans

Activate a follow-up email campaign

HECKLIST:



The email will typically include content related to the event, e.g. presentation slides, background information, access to a post-webinar discussion in your LinkedIn

chances of engaging the audience.

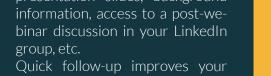
After the webinar, follow-up with attendees -done with good timing - is critical to keeping momentum and turning your B2B marketing investment into qualified sales leads.

Address live chat



Update social media channels to indicate when the recorded webinar is available.

Launch a second email follow-up campaign



Evaluate webinar results and share with the team Although some of the results only become evident after a few weeks or months, e.g. pipeline contribution, there are

- Number of attendees.
- - Number of new prospects, i.e., leads in your target market.
 - Drop-off rate during the event.
- - Minutes (or hours) between end of webinar and your follow up email. Average ratings from the post-event feedback survey.

