



THE WEBINAR MANIFESTO

Secrets of Webinars That Work

- **5 Costly Webinar Mistakes and How to Avoid Them**
- **7 Winning Webinars Strategies**
- **11 Ways to Get More Attendees at Your Next Webinar**
- **5 Ways to Conduct Successful Training Webinars**
- **7 Reasons Why You Should Develop Webinar Alliances**
- **5 Things You Must Know When Using Webinar Technologies**



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Summary

You can broadcast your strategic message to qualified, targeted audience of decision-makers and buyers through Village Media [eSeminars Programs](#).

Moderated, interactive and informative, each Webcast lasts either 30, 45 or 60 minutes and integrates a PowerPoint presentation with audio to actively engage your audience.

Our [eSeminars](#) offer a unique customisable online format, providing marketers with an entertaining and educational medium to connect one-to-one with highly targeted audiences. These [eSeminars](#) are normally free of charge for registered attendees. They are recorded and available for on-demand replay, as well as in a downloadable podcast format.

Webinars can be a powerful and inexpensive way to generate quality sales leads or get closer to partners and potential customers through educational events.

This article outlines webinar marketing tips to maximise attendance and expand your ability to achieve objectives and gives you strategies to gain maximum results from your next webinar.

Despite their many advantages, webinars are among the most underutilised marketing technique for today's businesses. Many companies fail to realise:

- Webinars are extremely cost-effective when compared to other marketing vehicles
- Marketing webinars are common in select verticals such as technology, but used much less frequently in other industries
- Webinars are a popular and convenient way to reach prospects and customers who want education or product information.

Webinars (or eSeminars) consist of visual elements delivered from your computer (such as a MS PowerPoint presentation) and a teleseminar delivered via a phone bridge (teleconferencing) Voice-Over-Internet-Protocol (VOIP e.g. Skype), streaming audio/video via the computer.

Key Benefits:

- Generate qualified sales leads
- Present your product message to a highly qualified audience
- Poll attendees and gather research
- Strengthen company's brand
- Garner media interest and buzz
- Chat online with qualified prospects

CHAPTER ONE:

5 Costly Webinar Mistakes and How to Avoid Them

Let's look at the 5 most common mistakes which are hindering the success of most webinars.

1. Underestimating the Effort Needed to Recruit Your Audience

You spend a lot of time and effort to put on an educational webinar (and even offer it for free) that the target audience hoping they will just show up in droves. The fact is, people are very busy. They are continually bombarded with marketing and sales messages morning, noon, and night.

Even if yours is THE most compelling program for your target audience, you will need to go through significant effort to get your prospects' attention, get them to sign up for your event, and actually turn up!

We offer a simple framework to double attendance to your event.

2. Failing to Define Objectives and an Agenda

Sales, marketing, and executive speakers think 'rehearsal' is a dirty word when it comes to webinars. They avoid them with remarkable consistency. As a result they often:

- a. Miss some of the important points of the webinar such as **topic transitions** or **polling questions**.
- b. Allow their presentations digress away from the main topic or cause attendees to lose interest. This detracting from the overall quality of their webinar (and in some cases can sabotage its success entirely).
- c. Think a 'walk-through' is an unnecessary step. **Appearing unprepared is a quick way to lose your audience.**

We keep you on track and coach your presentation.

3. Failure to Use Key Features of Collaboration Technologies

Simply loading up your PowerPoint and talking is a common mistake. Using collaboration tools however can make your webinar feel like an intimate gathering between your organisation and prospect's – even if there are hundreds or thousands of attendees.

Instead, use:

- Polling questions
- Question and answer forums (both written and verbal)
- Lead capture (survey) forms at the end of the webinar to promote interaction, participation, and ultimately, sales.

We make your webinars stand out from the crowd and offer the audience a more engaging experience.

4. Failure to Use Proven Direct Response Marketing Techniques

Audience recruitment campaigns can be 'too creative' for their audience and fail to get the expected response because they:

- Don't grab the attention of the prospect.
- Fail to build interest and desire for the event features and benefits.
- Don't successfully call the prospect to action.

We'll test different messages to maximize your invitation response rate.

5. Failing to Design the Marketing Conversion or Sales Follow-up Plan Before the Event

Too often work and money is wasted on a great webinar or seminar because **leads** are not assigned in a timely manner, or sales or marketing **follow-up efforts** are weak. After all, the key webinar metric is most often the sales attributed to the event.

Best to over-prepare for follow-up, automate as much as possible through marketing, and run reports to inspect the process and track results.

We provide a comprehensive on-line registration service and automated follow up system

CHAPTER TWO:

7 Winning Webinars Strategies

Use a Topic that Attracts Attendees like a Magnet

Quick quiz: which topic will likely pull in more attendees?

- or
- 1) A webinar that promotes your agenda, like “**How to Buy Our Product Now**”
 - 2) An event promising what your prospect wants, such as “**Make Your Business Life Easier through New Strategies**”

If you test different topics, you'll find that promising an interesting, timely, and educational webinar will attract the biggest audience.

How important is the topic/headline for your event?

A good headline can out-pull a mediocre one by 500% or more, so make sure your topic is designed with your prospect in mind!

We help you create the right theme for your audience

1. Recruit the Audience at the Right Level

In today's competitive markets, leading companies must go directly for decision makers with their marketing and sales efforts. If you don't, the competition will.

We begin with a topic and sales follow-up plan designed for decision makers, and then build your event marketing plan from there.

2. Create a Framework to Double Webinar Attendance

The most common question webinar sponsors ask is, “How do I increase my webinar attendance?” There's actually a simple formula.

- Invite more prospects to your event, and invite them multiple times
- Get a higher response rate from your ad/invitation
- Get a higher “show-rate” from your registrants

You should expect a show-rate of roughly 50% of those registered for a free event, and about 90% of those registered for a paid event. If your numbers are significantly lower, make sure you're doing day-off and 24-hour reminders via email. Consider doing a voice broadcast reminder as well.

Overall webinar attendance during a given period can also be enhanced by doing more events or repeating successful ones.

We help you maximise attendance through our voice and email auto-reminder service.

3. Use Polling Questions Early and Often

Most of today's leading webinar platforms offer the ability to pre-load interactive polling questions into your presentation. You can capture attendee-specific data to help you tailor the content of the webinar, and get answers to valuable sales qualifying questions. Ask questions such as:

- What has been your experience with these issues?
- What is your biggest challenge related to what we are discussing?

- Where are you in the buying process?

We help design the most appropriate polls to match your audience and qualify which prospects are most likely to turn into customers.

4. Leverage the Different Types of Webinars

While the most popular uses of webinars are:

- Event marketing
- Sales demos, and
- Customer training,

However you can gain a competitive advantage and achieve your marketing and sales objectives by doing others types of webinar events, including:

- Educational Marketing Events
- List or Database Building Events
- One-to-Many Sales Pitches
- Thought-Leadership Events
- Client Training, Survey, Up-sell or Resell Events
- Thank-You or Loyalty Events.

For example, consider **database-building webinars** to restock the top of your marketing funnel. These events can draw thousands of attendees in your target market.

We help different types of webinars help educate your prospects and clients, which helps you achieve your marketing, sales, and organisational objectives.

5. Use Live Webinars First, Archives Second

Focus on live events first and foremost. Past client archives should come second.

There are many reasons for this but a live event offers the chance to ask questions of an expert presenter(s) and also creates a reason for prospective registrants to sign-up by a certain date and time.

We offer you the opportunity to “refresh” and re-vitalise your existing client base by presenting yourself with a “new”, more personal you.

6. Call Them to Action at the End of the Webinar

Most webinars end with a whimper and not with a bang. Treat the end of your event like the grand finale of a fireworks display; it should inspire and motivate your prospects to action.

- Have your attendees try, buy, or contact you for more information.
- If you are doing an educational webinar followed by a sales pitch, tell them to stay on for “more information” on how they can put the information presented into action.
- Offer a **limited-time offer** for webinar attendees to add extra incentive and urgency to the call to action.

We make sure your webinar works for all the right reasons.

CHAPTER THREE:

11 Ways to Get More Attendees at Your Next Webinar

Here are 11 easy ways to boost webinar attendance and increase the ROI of your events. Any one of these methods may boost webinar registration and attendance; combining many of these techniques can multiply attendance 2 to 10 fold.

1. Create a Topic That Offers the Biggest Benefit or Solves a Major Target Market “Pain-Point”

It is human nature that we all want to talk about what ***we want to talk about***, not necessarily what ***others want to hear***.

Companies and marketing teams are often guilty of this as well. If you want to increase webinar attendance ***make sure you talk about the issues that the target market cares about***, and reflect that in your audience recruitment efforts. (Think WIFM – “what is in it for me” from your prospect’s point of view.) That usually means a webinar on a top “**Help me - I am in pain**” point or big benefit for your target audience.

2. Add an Outside Speaker who will be a Draw to Your Audience

An outside speaker with good credentials who will address the issues your target market cares about will attract a higher response rate, even if you plan on using an internal speaker as well to do some education and selling.

Make sure the outside speaker agrees with the objectives of the event, making a connection between your company and the value you present for maximum sell-through (very few people do this).

3. Add to Your List by Inviting a Bigger Population and Use Other People’s Lists Where Possible

- Inviting more people, or inviting the same population multiple times, will increase attendance.
- Where possible, use a targeted partner list and have someone respected from the partner company sign the invitation (all for free).
- Rent a list of 5,000 to 10,000 names (negotiate for discounted rental rates for first time list renters), can often times significantly add to your response with little additional effort.

4. Re-write Your Invitation to be more Benefit-Oriented

Review your entire invitation or audience recruitment effort and change features to benefits where possible. Test features versus benefits in the middle of the direct mail piece.

5. Change Your Webinar Content to Match Your Prospect-Focused Invitation.

The best way to deliver what people want in a webinar is to:

- Write the invitation first, trying to offer the maximum benefits to the target audience.
- Create webinar content which delivers on the promises made in the invitation. This methodology maximizes response for your invitations and pushes you to deliver more value in the webinar itself.

6. Test a New Invitation, or Two New Subject Lines on Your Email

A new invitation for an old or underperforming webinar can turn an unsuccessful event into one of your best events.

TEST - One way of getting the value of testing with little effort is to try out two new subject lines in your email invitation, one against another to a portion of your list, then roll out the one that performs best to the entire list. Try

your guess as to the top pain point against number two, or two benefits against each other, or two ways of wording your best subject line.

7. Send Them Right to a Simple Registration Form

In your ads, provide links directly to the webinar registration form. If you are not getting the response you want, make sure the webinar is the only offer on your marketing piece. Above all, remember that sending them to your home page will drive home page traffic, **not necessarily webinar attendance.**

8. Do the Bulk of Your Promotion the Tuesday and Wednesday (7-8 Days) before Your Event

This timing is generally the best at driving maximum response and then good attendance rates. If you have what you consider an important event, new lists, or just want to drive-up attendance consider a last chance invitation 24-48 hours before the event.

9. Hold the Event on Wednesday at Mid-Day

Hold your event when prospects are available, and the middle of the week tends to be good for business audiences. If you are getting lower attendance or registration than desired, consider shifting events to this time for a trial period see if changing the time helps significantly.

10. Reminder (with Attendee Information and Links) the Morning of the Event.

A plain text message that is mail merged from someone in your marketing department is one of the best ways to remind registrants to attend you event that day. Include the meeting details within the invitation. If you are getting 20-25% attendance from your registration list, this is a must (and a small but very helpful step in your overall sales process).

11. Deliver on the “Big Promise” of Your Event.

Focus on delivering value to your audience in the first 10 minutes of the webinar (which should start about three minutes after the appointed time) to keep people through the entire webinar.

Promote the fact that you will answer questions at the end and if you are doing a giveaway or bonus, mention that early on to keep their interest to the end.

A smooth start to the webinar including content, transitions from one speaker to another, polling questions, and the lack of technical issues will help to assure people this is an organised, professional event that is worth staying for.

Look for other ways to drive webinar registration and attendance, and as a result, company sales. Try at least one or more for your next event and test the results.

CHAPTER FOUR:

7 Reasons Why You Should Develop Alliances

1. **You have an existing network of businesses that you consider referral partners & you're looking for a way to easily get more exposure through them.**

If you currently participate in a business organisation or breakfast referral group, there are a few businesses that truly commit to helping you grow. We have created the environment for this very scenario, in *Team Global Village*, for you to enroll your power partners & work together to achieve more than ever.

2. **You are looking to build your brand as a leader in your community and the expert in your field.**

Team Global Village brings an innovative & fresh approach to developing a word of mouth business. By introducing your closest alliances to joining you in this secure cooperative marketing effort, you are immediately perceived as an innovator in community.

3. **You would love to be introduced as the expert to every single one of your colleagues past customers and prospects.**

Imagine that... instead of referral partners telling you "I may have someone that is interested in your service". Using *Team Global Village*, they provide a recommendation and an offer, then the prospect decides when to act. Best of all, this happens every single month! **By the way, we have automated all of the other traditional referral marketing features - lead exchange, tracking, network management and more!**

4. **You have always wanted a way to stay in touch with your database, but never could afford to invest the time & really lacked the resources to produce a high-quality piece that you could be proud of.**

Team Global Village is like hiring a professional advertising agency, at a fraction of the costs. All you have to do is login to the system & update your introductory message and offer each month - it takes less than 10 minutes!

5. **You love networking & have used it to build your business, but now lack the time due to a shift in demand for your time.**

Team Global Village makes it possible to continue to benefit from the long hours you've invested in developing referral partnerships. Our system's built in automatic campaign management functions such as the automatic update reminders, the automatic invitation process, referrals and campaign reports, makes managing a Team a breeze. So, you get all of the credit, without the work!

6. **You want a great way to get promoters for your local events, seminars, teleclasses and expos!**

Do you realize that each of your *Team Global Village* alliance members would be excited to promote events in exchange for the opportunity to "sponsor" the event? We will show you how to pull this off as well, when you sign-up to Lead a *Team Global Village*! This strategy in itself is worth it!

7. **As an added bonus**, we highly encourage monthly meetings amongst your team, but in a format that accelerates relationships - which drives referrals, not pressure. We offer a fun, versatile and energetic format to really get to know your alliances. We'll give you this format when you decide to lead a *Team Global Village*

There are so many other reasons why you should join our cooperative marketing community, so why waste any more time. Just try it. If you don't like it, there is no obligation to continue, but we promise you'll love it!

CHAPTER FIVE:

5 Ways to Conduct Successful Training Webinars

Summary

Training webinars are becoming more and more popular for all types of organisations in a vast array of industries.

They can be used to educate employees, members and/or clients; increase awareness and sales opportunities, customer/member satisfaction and lifetime customer value; lower support costs and create a culture of continuing education.

This chapter offers an overview of training webinars and their benefits to organisations. It then discusses keys to success with training webinars and provides practical tips to help ensure that your forthcoming event will be successful, even if it is your first.

5 Types of Training Webinars

Webinars consist of visual elements delivered from your computer (such as an MS PowerPoint presentation) and a teleseminar delivered through a phone bridge or through streaming audio/video via the computer speakers. Most often, attendees are in "listen-only" mode and can interact via the Internet to respond to survey or polling questions and pose questions to the presenter(s).

These one-to-many training webinars can be designed to accomplish different objectives and can be free or paid depending on the type of event and objectives.

Distinct types of training webinars can be used to match the broad objectives of the host company while generally moving prospects or clients to be better, more satisfied clients.

1. Time Sensitive/Topical Webinars

These webinars typically cover relevant market conditions and can be held within hours or a few days of the topic coming to the forefront.

- These events are free to attendees;
- They are generally 60 to 120 minutes long.
- They are designed to offer value to attendees and educate them on the topic and how it does or could affect their job,

For example, a large association held a training webinar for its members within hours of a bill being introduced in the U.S. Congress on immigration reform. The association's legal counsel was able to educate members about how the proposed law would impact how they do their job and the impact it would have on member's employers. This event drew over 5,000 attendees within 12 hours of the bill being introduced and demonstrated the value the association brings to its membership.

2. Marketing 'Educational' Webinars

These webinars are purely lead generation events and are free to attendees. They are generally 30 to 60 minutes long. While they are designed to offer value to attendees and educate them they:

- Set the stage for sales conversion or follow-up.
- Thus, they also have marketing objectives.

For example, an estate planning attorney uses 30-minute webinars to provide credit to similar professionals and by establishing his expertise gets client referrals from these attendees.

3. Service or Training “Sampling” Webinars

These webinars are generally designed to train or educate a prospect with the goal of selling additional services or training to those who attend. They are generally 60 to 90 minutes in length and could be either free or paid.

A training organisation, for instance, that provides two-day live seminars on Product Management training for technology organizations, uses its webinars to generate interest for its two-day seminars. Its training webinars generally focus on one area of many covered at the paid seminars.

4. Product Training Webinars

These webinars are training events for customers on a product. They are generally 60 to 120 minutes in length and could be free or paid. Sometimes they are included (bundled) as a part of the product purchase.

For example, a software company is selling to small to medium sized businesses (SMBs) offers weekly, small-group training on its products to lower the number of individual support calls and increase product adoption and satisfaction.

5. In-Depth Training Webinars

These webinars are generally the most complex and expensive and can be held in multiple sessions each lasting from 60 to 180 minutes. These webinars are almost always paid training and often carry a price tag of \$995 and up and include companion training materials.

A marketing services firm, for instance, wanted to train a niche audience on event marketing so it held 6 weekly 60 minute group training webinars supported by a 100-page training manual and individual consulting. It also recorded these sessions and offered an “On Demand” version of this training.

Key Benefits of Training Webinars

Consider this challenge. A relatively small company wanted to expand its annual conference from one day with an average of 500 attendees to two-and-a-half days and 1,000 attendees.

The solution?

It partnered with 5 firms with similar target lists and held 90-minute, free preview training webinars to each of the lists as well as its own list (using its star trainer). In the sessions it held nothing back and delivered as much information and value as possible.

The results?

An average of 350 attendees at each of the webinars, and it achieved its objective— more than doubling the profit from its showpiece conference.

This example highlights many of the advantages of training webinars.

- They reach your audience right at their office, use both voice and visuals to communicate, are relatively inexpensive, and typically use quicker electronic media to engage your targets.
- With training webinars, companies can heavily rely on their best speakers because they don't need to spend precious time traveling from city to city for on-site events. And by recording webinars, key presentations can be used multiple times and be made available to registrants at their convenience.

Now that we have covered an overview of training webinars, let's examine some of the critical success factors for these events.

CHAPTER SIX:

5 Keys to Success with Training Webinars

The Webinar Marketing Plan

When it comes to training webinars, bigger is usually better. Generally, all of the types of training webinars discussed above will require an aggressive and targeted marketing plan to generate attendance. Here are 5 key elements of a winning webinar marketing plan.

1. List and Media Selection

The foundation of the webinar marketing plan starts with identifying the list or media which reach your target market. This includes your own in-house list, partner/speaker/affiliate lists, and external media lists. Most importantly, the list should contain a high percentage of individuals who are buyers or influencers for your products or services. Resist the temptation to use only easily available media or lists when they don't match up with the target market for your specific webinar. A little extra investment in target list development will pay off in response and attendance.

2. Communications Plan

Select communication vehicles and choose the timing of the delivery of your messages to maximize impact with your target list or media. Seek to get your webinar invitation in front of as many members of your target audience as possible working within the available budget. Multiple forms of contact such as online advertising, email, or direct mail should also be considered and mixed to increase your rate of success and boost awareness of your event.

2. The Invitation Email (and Postcard)

Getting your message out through your webinar invitation email, and often a postcard requires writing copy that highlights the title, speaker, and benefits of attending your presentation. This copy should also include one or two easy ways to register for the event such as a specific registration hotline or a web registration form. Have multiple editors review the message to check for its impact and clarity.

4. Timing and Delivery

The timing of the delivery of your invitation is vital to maximize registrations. A post card or email invitation which arrives anywhere from 3 to 8 days before an event with marketing objectives gives advance notice of the event while making sure the registrant can predict their availability at the time of the event.

Product or In-Depth training webinars can generally be promoted 30 to 90 out from the event, but the bulk of the registrations, though, are expected in the last 14 days before the event.

5. Registrations and Your Reminder Sequence

The most common way to take registrations for training webinars is through an online registration form. In short, make it easy for your busy target audience to register for the event. You may also consider a phone registration hotline or fax-back card to support your web form.

Remember, you are not finished marketing the event just because your prospects register. Be sure you get the maximum attendance possible from your registration pool by sending reminder emails with the webinar details. Use of an auto-responder which sends a confirmation to the registrant immediately, along with one email 24 hours ahead of the event and another email 3 hours before the event, can significantly increase your attendance rate among registrants. Optionally, you might want to deploy a reminder phone call or fax.

It is a given that your marketing plan will be more successful if your content is a big draw to your audience. And your training will be more successful if your attendees take the information and use it in their lives and businesses. So how

do you create and deliver better training content that will attract your target audience and also motivate them to use your strategies?

CHAPTER SEVEN:

5 Ways of Creating and Delivering Compelling Training Webinars

There is nothing worse than getting tens or even hundreds of your attendees to your webinar and then watching them drop off one by one because the content of the webinar is not being delivered as advertised or the speaker sounds uninspired or unprepared.

- Many companies in the training area stack the deck in their favor by making sure they use speakers who are polished and have practiced presenting at live seminars. Having an excellent speaker is a good foundation for keeping your audience engaged.
- Next, make sure the speaker is focused on projecting his or her voice through the microphone or headset and is supported by interesting and relevant visuals. A number of coaching services are available to build both these skill sets and are well worth it if your speaker is part of your staff and you will be presenting at multiple web events.
- Most of all, consider that the number one rule taught in speech class is to “know your audience.” Your webinar will have the most impact and create the best results for you if the content of the webinar is interesting, informative, timely, and provides value to the audience.

For example, a 60-minute preview webinar for a complex or expensive service might avoid a lengthy sales pitch on the services themselves, but instead follow a simple 5 point outline answering these questions:

1. What is the nature of the problem and why is it an important one to solve?
2. What are some of the common strategies most people are using to solve this problem?
3. What are the key insights or foundational elements behind the host company's strategies for solving the problem?
4. What are some examples of others who have used the host company's strategies to solve their problems?
5. What are some actions attendees can take immediately to solve this problem?

Pre-event surveys, executed at the time of registration, can be a tool for gathering insight to specific areas of audience interest, and the results can even become data points in your presentation.

Ultimately, your audience will decide if your content is compelling and worthwhile. This brings us to some techniques to keep the audience engaged and get the most presentation impact from your content.

CHAPTER EIGHT:

5 Things You Must Know When Using Webinar Technologies

Most training organizations have capabilities for presenting at live seminars or conferences. They follow common sense event management strategies designed to make these speaking opportunities successful.

Two of the most critical parts of your webinar event management plan are:

The Rehearsal

This typically takes place 24 to 45 hours before the actual webinar and the webinar pre-call which usually starts 15 minutes before the live event.

1. The Webinar Rehearsal

The webinar rehearsal brings all the webinar principles together with your proposed final scripts and presentations for a full dry-run or a walk-through to practice the presentation flow. This meeting is critical because it can get speakers to focus on delivering a smooth presentation and avoiding potential trouble spots such as:

- Executing polling questions
- Making transitions from speaker to speaker
- Handling questions

These obstacles can derail the effectiveness of the presentation if the pre-webinar preparation does not cover agreed upon methods of execution.

2. The Webinar Pre-Call

The webinar pre-call is used as a final sound-check and an opportunity for the presenters to focus on their audio delivery, transitions, timing, and final pre-presentation warm-ups. You don't want your star presenter coming from another meeting to sit down 2 minutes before your event and then take 5 to 10 minutes to hit "full pitch."

3. Features of Webinar Technologies Helpful in Marketing

Some features of webinar technologies which keep the audience engaged and make your marketing more effective are:

a) Interactive Content with Polling Questions

Leading webinar technologies have features which allow you to ask for, receive, and share feedback from the audience during the webinar. You present a poll to allow the audience to feed their answers to you and then you can share the response in aggregate with the audience. This device can be a great way to customize the presentation to the audience and make the audience feel as if they are part of the event.

b) Recorded Video or Live Web Cams

Playing pre-recorded video or taking attendees to your location through a web cam can be powerful ways to make your case. Using rich-media or application sharing can be excellent strategies for capturing your audience's attention. Use these where appropriate; that is, when they support the webinar objective and add to your content. Just showing a "talking-head" will likely do little to further your training objectives. In contrast, a video of a product in action may demonstrate details that would be hard to cover verbally within the webinar time constraints.

c) Immediate Feedback with a Call to Action

Use of a web form or survey questions at the end of the presentation allow you to ask individuals if they are ready to take the next step in the buying or training process. You can also ask for information that may help you qualify or prioritize which attendees should receive additional information or attention. (See the next section for more discussion on follow-up.)

4. Attendance Reporting

Knowing who attended your event, for how long, and how they answered polling questions gives you immediate feedback on the event and helps prioritize sales or marketing follow-up. At a minimum, you will know who attended and who did not, which is valuable information. You can also ask questions that influence what type of follow-up will be most appropriate. Allowing attendees to sign up for different types of post event information can also aid in segmenting the audience for future actions based on which areas interest them the most.

5. Webinar Recordings

Recording your webinar is important both as a tool to generate constant improvement for your presenters and also as an asset in your post-webinar marketing to those who missed the event or for future reference. One additional important consideration is to ensure your webinar host technology enables feedback to be captured in both the live and recorded/replay event(s). For example, in order to get credits from a recorded training webinar, this may be a required feature.

Converting Leads and Getting Attendees to Take Action

Whether your training webinar has marketing, product, or service objectives, it is important to define and prepare for the next step in your process before the webinar.

- For example, **for marketing webinars**, prioritize your leads or segment your attendee list and consider multiple follow-up programs.
- For **product trainings** consider having an account manager call all attendees within 7 days of the training to make sure the customer is using what they learned to get more out of your product.

Common follow-ups for all types of training webinars range from a 'thank you for attending' email or a .PDF of the presentation to a follow-up phone call or scheduling a face-to-face visit.

Almost all training webinars are intended to move prospects or customers towards being a better, happier customer with a higher lifetime value to the company sponsoring the training.

Depending on your objectives for your training webinar program, the benefits can go beyond cost savings and easier training delivery to include better market position and improved perceptions of your company and your products.

About the Author

Alan Perkins

After running a successful business for more than 30 years, he is a trained Life and Business Coach and bringing with him tremendous depth, knowledge and integrity to the business. With strong 'hands-on' entrepreneurial and corporate experience in building successful businesses both locally and internationally, he understand the pressures faced by Business Owners, Executives and Entrepreneurs and understand the value of a different perspective. With an extensive background in Sales, Marketing and Management, he is well qualified to help individuals and companies achieve their personal best. "I believe it is an enormous privilege to work alongside someone willing to move outside his or her comfort zone, embrace change and uncover things most important to him or her".



Alan was a Board Member of various Industry Organisations and been a website designer, coach, trainer, speaker and workshop facilitator for a number of international training seminars and trade shows. He was category winner with the Victorian Enterprise Workshop program for entrepreneurial development and received several government-sponsored export and enterprise networking grants. His business was also recent finalist in the Ron Carr Enterprise Award for innovation.

He is also author of the eBook "[Trader's Manifesto](#)". "*Trader's Manifesto*" tells you everything you need to know about trading and more, in a series of easy-to-read online installments

"Trader's Manifesto" prepares you for what it takes to succeed in trading, walk you to the starting line, show you the finish line of peak trading ... and give you a series of strategies on how to win the race.

To get a free chapter of the guide or more information about his services
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