

A woman with dark hair, wearing a blue ribbed sweater, is seated at a wooden desk in a modern office. She is looking at a laptop. The laptop screen displays the text "WilliamReed." in a white serif font. The background shows a bookshelf filled with books and framed pictures. A blue semi-transparent overlay covers the left side of the image, containing the main title text.

Webinar TIPS & GOOD PRACTICES

WilliamReed.

WilliamReed.

When preparing your webinar, it is tempting to focus on what **YOU** want to tell your audience rather than focus on what the audience actually want to hear. If you want your audience to get your message, every detail can make the difference, from the choice of your title to the webinar duration.

PRO TIP #1



45 min recommended, Q&A included



Provide a host and 2/3 main speakers



Use video and/or webcam



Plan polling questions throughout the presentation



A short catchy title is always more attractive



Add handouts and resources for your audience

Good practice



Ask your webinar coordinator to give you more detailed guidelines about how to make your presentation impactful

Pay attention to every detail

PRO TIP #2

Maximize engagement

Take advantage of all features at your disposal to help you boost your audience's engagement and keep them awake.

Show them that you care by making your content **dynamic, interactive, varied** and **accessible**.



Polling questions



Got a burning question box



Handouts



Webinar host



Live Q&A



Exit survey

38%

It's the proportion of attendees who actually watch webinars **on-demand** in 2022.



Webinars have a particularly long shelf-life of several months.

Release day is far from being the finish line. Get inspired from your own experience as a Netflix user and how convenient it is to watch the content you like at any time.

Good practice



How about scheduling a **reminder email** to your webinar registrants a few weeks after release to boost on-demand views?

PRO TIP #3

Capitalize from extended shelf-life