

Making the most of webinar

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What exactly are we talking about?

Web + seminar = webinar

A seminar conducted over the Internet
1990's!

So how do I get started?



Platform	Cost
Adobe Connect	Price on application
Skype for Business	£9.40 per month
Zoom	£11.99 - £15.99 per month (depends on users)
Cisco Webex	£15.00 - £49.00 per month
ClickMeeting	30 day free trial
GoTOWebinar	£69.00 per month
Google + Hangouts	Free
WebinarJam	Price on application

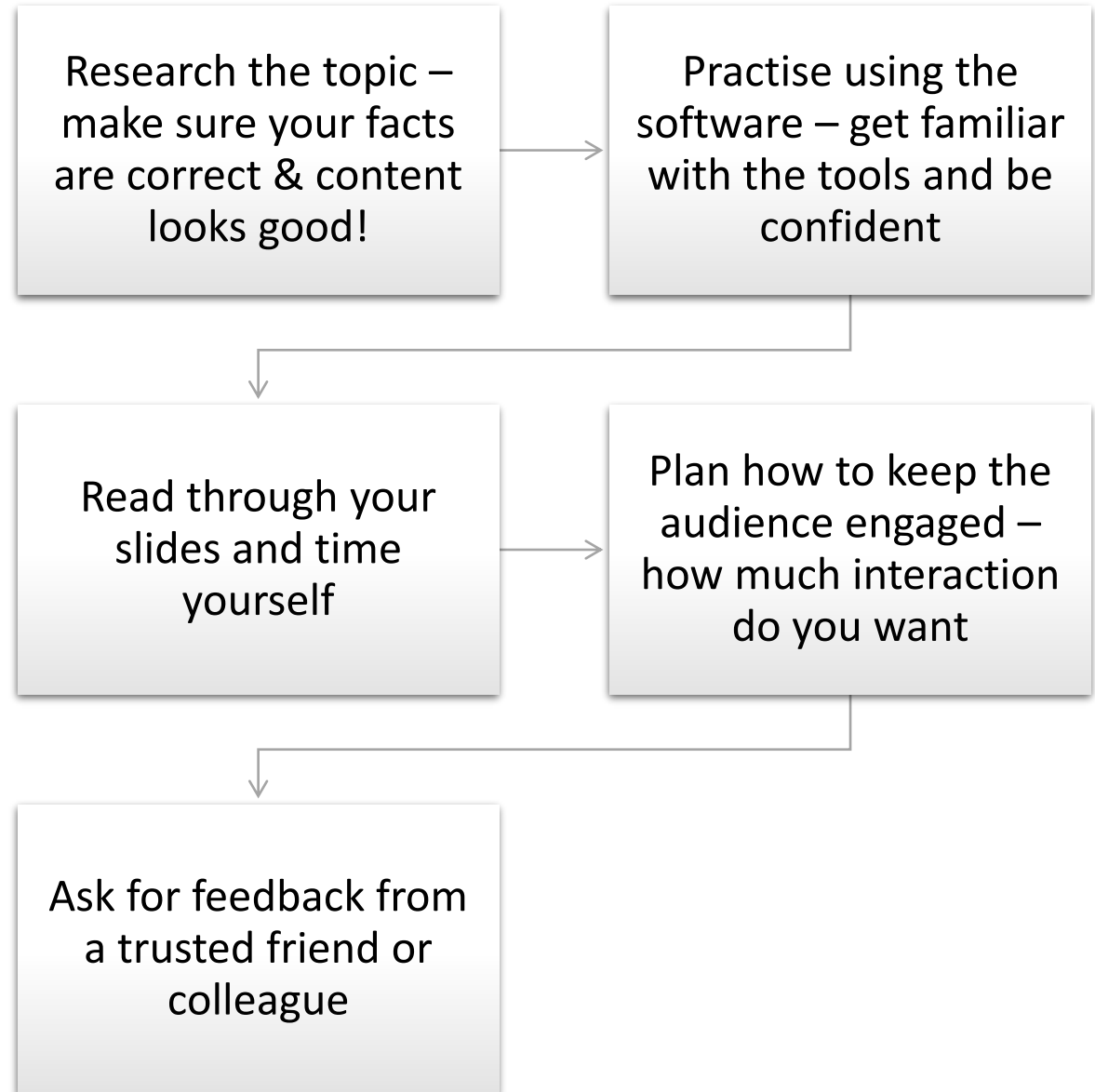
Considerations

- What do you want to use webinars for?
- How often will you use the software?
- What existing software do you have?
- What functionalities do you want ?
- What is your budget?
- How confident are you in delivering online/using technology?

The 4Ps

- Preparation
- Purpose
- Process
- People

Preparation



Purpose

1. What is your goal?

- To promote a product or service?
- To raise your company profile on social media?
- To build your credibility as an expert in your field?

2. Why are you doing it online?

- To reach a wider audience?
- To have a re-usable resource for future marketing?

Process

Will you use the camera? If not, why not?

Will you have a host, or do it yourself?

How long will your session last? Will there be time for Q&A?

How will you invite attendees? Will there be a registration fee?

What tools will you use to make it interactive?

People

Who is your intended audience?

How tech savvy is your audience?

What do they want or need to know?

How will you keep people engaged?

What are the benefits/outcomes for those who listen?

Will people be prepared to pay for your webinar?

Tips and tricks for keeping the audience engaged

1. Open with an interactive icebreaker
2. Incorporate an activity after every three or four slides
3. Use a variety of different tools
4. Insert a blank slide and encourage the audience to contribute ideas
5. Give the microphone to a member of the audience
6. Invite your audience to use the chat facility
7. Keep the pace upbeat and energetic by adding anecdotes and, if appropriate, humour.
8. Find visuals which are memorable and keep text to a minimum
9. Avoid reading directly from your slides as you are bound to sound boring after a while!
10. Maintain eye contact the whole time – keep looking directly at the camera and keep smiling.



Any questions?



Need more support?

- Jackie@digibizcomms.com
- Digital mentor