

# About WEBINARS

## The WEBINAR Series





# Webinar

## What we cover



### **What is really a webinar**

- Why do we need one
- Benefits of a Webinar
- Types of a webinar
- Challenges of a Webinar
- Available platforms
- Features of some platforms

# Webinar

## What is a Webinar



### What is really a webinar

- A webinar is an seminar held on the internet, the name derived from “**WEB**” and “**SEMINAR**”. It can also be called a “**web-based seminar**”
- It is a virtual / an online event and can take many forms
- It has multiple uses and benefits
- It is attended exclusively by an online audience
- It can include presentations, videos, chats, live Q & A, Surveys, Tests, and more
- It can be an educational or instructive session including audio and visual communication between a speaker and attendees

# Webinar

## Why a Webinar



### Why do we need a webinar

- We can conduct trainings, coaching sessions, product orientations
- It works as a great marketing and lead generation tool
- Webinars can be used to to educate, demonstrate, or instruct
- It can be used for both B2B and B2C activities
- It can be used for interactive sessions audio / conferences, and more
- It is not limited to industries
- You can build a side business, and generate income
- It can help in building your base, for lead generation and more
- Can be used for **one to one** or **one to many**

# Webinar

## Benefits of a Webinar



### Webinar – The goodies

- Its is cost effective – you can join or conduct one from your desk
- Can handle large audiences (one free platform can handle 1000)
- Saves on travel and room costs
- People from multiple regions and geographies can join in – **location independent**
- It can be interactive
- They can be recorded and re-visited
- They are good lead generation and trust building tools
- Relevant content can be shared for downloaded if needed

# Webinar

## Pitfalls of a Webinar



### **Webinar – The challenges**

- Participant engagement can be a challenge
- Interaction between speaker and participant is often reduced to a minimum
- Visual connect is majorly lacking
- Technical issues often are at the forefront of problems
- These can lead to the event being cancelled, or prevent participants from joining in
- Tackling technical issues can consume a good amount of time at start up

# Webinar

## Types of a Webinar



### Webinar – Types

- Presenter driven – Educational, Coaching, Product orientations and more
- Q & A sessions – these are participant driven
- Panel Discussions
- Live Workshops with hands-on practices
- Meetings with Q & A
- Video conferences
- Broadcasts – Both Audio and Video
- Employee Trainings & Customer onboardings
- On-Demand Webinars





# Webinar

## Conducting a Webinar



### Webinar – Plan

- **Mode of presentation** – You need to decide if you need to show yourself on a webcam, or it will be a pure slideshow with a voiceover, or you will use a mix of both. Will you have some activities, like polls, chat engagement etc. Do you have other videos or media to include
- **What problem are you trying to address** – Your webinar should address the fundamentals on how to present a solution to people’s problems.
- **What is your offer** - the webinar is designed to induce an action, usually a purchase.

# Webinar

## Conducting a Webinar



### Webinar – Prepare

- **Outlining** – Create your webinar outline, identify the structure, components and offers at a high level.
- **Build your presentation** – Your slide decks, your key pitch, other content you can show, ascertain your legal right to show the other content. Build your deck, write your pitch, save all other content, like videos, download, workbooks etc.
- **Practice** – Practice presenting all that to an imaginary audience. It is recommended to do this exercise at least 3 times. I do it about 9 times, before I jump to a webinar.

# Webinar

## Conducting a Webinar



### Webinar – Automate or Manual

- **Define** – You need to define what will you automate and what all will you do manually. First is the registration page, then a thank you page, at the minimum.
- **Curiosity builder** – Your sequence of connect emails before your webinar, maybe include some freebie like a PDF, or may be a small pre-evaluation worksheet. You can also invite the participants to ask questions, which can be manually answered.
- **Reminders** – Setup some reminders at least a day, 3 hours and 1 hour before the webinar.
- **Post webinar offer** – You can link this to a detailed program offer, a pre-recorded session on your product / service etc.

# Webinar

## Conducting a Webinar



### Webinar – Marketing

- **Target Market** – What will be your target market? Why do you think these people will buy your offer? How to identify your target audience will be critical.
- **Engagement** – How do you engage your target market? How do you build their trust, even to join the first webinar session?
- **Marketing Plan** – What modes will you use for marketing your webinar? Email, social media, videos, free or paid platforms, blogs, freebies and more.. How will you target different time zones? Will you provide recordings?
- **Website** – Your website and its blog can be a strong tool in this exercise.

# Webinar

## Conducting a Webinar



### Webinar – Running a webinar

- **Space for execution** – Choose a quiet space, one which has the least background noise, the least distractions.
- **Equipment** – A laptop or computer, a good headset, a good microphone, a good internet connection, maybe a webcam, all your material, the presentation, additional content etc., sorted in a separate folder.
- **A good webinar platform** – This will be key to your webinar.

# Webinar

## Conducting a Webinar



### Webinar – Engagement

- **Sales** - Don't just sell, demonstrate and lead how your offerings can solve the targeted problem.
- **No reading presentation** – Your webinar delivery has to go beyond just reading out your presentation. The presentation will only be a reference point. You have to be simple, ideally avoid being too technical, and don't assume that participants will understand your session the way you do.
- **Chat / Voice engagement** – You can keep your chat activated in case if people want to ask questions, you can ask questions and ask your participants answer (ideally in 1 – 2 words) on chat. You can open voice chat at the end (more difficult to control)
- **Feedback** – Taking a feedback periodically and at the end increases engagement.

# Webinar

## Webinar Platform



### Webinar – Choosing the right platform

- These can be paid or free
- Key considerations include, size of audience, confidentiality, budget, need for recording and more.
- Do you need audio with multi-country dial in
- What is the duration of the planned webinar
- Do you need Video conference facility
- Break resume capability
- Works on low bandwidth
- Mobile access
- Allows content sharing / forms / chat / webcam sharing



# Webinar

## Conducting a Webinar



### Webinar – The outcome

- **Defining the outcome** – The outcome of the webinar should be defined and stated upfront. It may link to an advanced program / product, to help your participants tackle the problem being addressed.
- **Follow Up Engagement** – You may need a strong follow up and feedback mechanism to get more and more people to join your offerings. You may need to conduct the webinar more frequently. You may need to answer your participants questions, without risking your offerings.
- **Sell sell sell** – This will be key to your business using webinars.





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