

# The Eight W's of Webinars.

The definitive guide to  
effective online seminars.



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# 1 Who can best take advantage of Webinars?

Welcome to the exciting world of Webinars! This new tool can change the way you work and revolutionize communications at your company. Webinars are useful for a wide variety of purposes, but if any of the following topics are important for your work, then you should strongly consider a Webinar solution:

- innovative approaches to new customer acquisition
- systematic qualification of contacts
- encouraging customer loyalty with extra service
- personal relationships with customers
- flexible training opportunities for employees, customers, and partners
- provision of up-to-date information for the media, journalists, or other opinion leaders

No matter how you choose to use Webinars, we hope you find great pleasure in using this new technology and in discovering its many uses. Now is a great time to integrate Webinars into a new culture of online meetings at your company!

## 2 Why are Webinars so important these days?

Certain trends are so widespread that they cannot be ignored: shrinking budgets, increasingly narrow target groups, the declining importance of traditional media, higher marketing costs, and the seemingly limitless opportunities of Web 2.0. Yet despite the prevalence of technology, finding qualified leads has never been so difficult.

**Consider this fact: Seven out of ten B2B companies have deep roots in the Internet.**

For example, according to the July, 2009 "Business Technology Buyer Survey" conducted by MarketingSherpa and TechWeb, B2B purchasers in the United States depend primarily on the web when looking for suppliers. So why not focus your marketing efforts where they will have the greatest chance of success?

### **The appeal of Webinars for marketing**

In an online poll of 317 marketing managers in January 2009, 46% of those polled indicated that they wanted to dedicate more resources to Webinars.

Source: Sean Callahan in BtoB Media Business, July 2009

American companies have been using Webinars for sales purposes for several years with considerable success. Let's take a closer look at this new tool and how it works.

### **Webinars compensate for shrinking travel budgets**

In an era of shrinking and eliminated travel budgets, Webinars are coming out on top! During the first half of 2009, usage of virtual trade fairs and other web-based events grew by nearly one-third in the United States. At the same time, more than 30% of surveyed professional purchasers indicated that they are using trade fair visits less frequently as a source of information. The survey was completed by nearly 1500 American buyers of complex products or products with a purchasing volume of more than \$25,000.

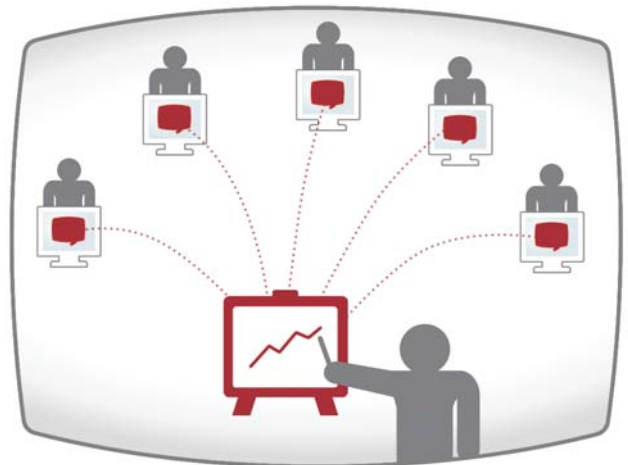
Source: "Business Technology Buyer Survey" by MarketingSherpa and TechWeb, July 2009



## 3 What is a Webinar?

Webinars are simply presentations that are held over the Internet instead of in a physical space. Professional web conferencing software transmits the contents of the speaker's screen, voice, and often a live video of the speaker to each attendee's computer screen.

As a result, a large number of people receive high-value information simultaneously. The presentations themselves can cover anything from new products and services to updated regulations and industry trends.



Webinars are the ideal virtual seminar room.

## 4 What should I expect from a Webinar?

Webinars are incredibly easy to use! As the organizer, you invite participants to attend a Webinar that is planned in advance. Those who are interested in attending the event register on a website and automatically receive a link that allows them to access the Webinar.

On the day of the Webinar, participants follow your presentation from their own computers. Most Webinars consist of a normal presentation with slides (such as PowerPoint), but they may also include online software demonstrations.

During the Webinar, the speaker is visible through a webcam. Participants have the opportunity to pose questions at the appropriate times.

Here's a very important factor for you to consider: **The entire registration process is managed through the Webinar solution.**

As a result, you always know at least the name and e-mail address of the attendees as soon as they register.

**Your sales or marketing department can then use this information to establish contact with the potential customers after the event.**

**The technical requirements for Webinars are very straightforward:**

- a regular PC or Mac with Internet access (broadband connection recommended for moderators)
- telephone or computer headset or speakers
- webcam optional
- license to a Webinar solution (required for the Webinar provider **only**)

1 Invite participants

2 Participants register

3 Participants receive access data

4 Participants receive reminder e-mails

5 The Webinar is held

6 Webinar follow-up

# 5 What should I use Webinars for?

Webinars are used primarily in **marketing** for the purpose of generating qualified leads and in **sales** for presentations. The content of a Webinar may include an introduction to new products or services, a report on an innovative reference customer, a discussion of a current topic in your industry, or just about anything else. There are truly no restrictions on your creativity.

Of course, Webinars are also ideal for **training events**. You can use this technology to inform salespeople about new processes or show customers how to use a software solution for specific purposes. In situations like these, a Webinar is the ideal way to reach a large group of people quickly without concern for where they are located.

Webinars are ideal for both **internal as well as external communication**. Corporations can transmit press conferences live over the Internet or allow employees at several different locations to listen simultaneously as managers address works meetings.

The benefits can be summarized as follows:

**Webinars combine the speed of the Internet with the benefits of face-to-face communication.**

## Specific ways you will benefit:

- When you use Webinars for **customer acquisition** you will reach new target groups and find high-value sales contacts in a cost-effective way.
- Having a straightforward way to provide your sales department and partners with **continuous training** will lead to better sales results. Well-informed customers will have less need for support!
- **Online press conferences** reach a wider audience and are attended by more journalists.
- Shareholders can participate in **annual meetings** without having to travel.
- Employees at multiple locations can receive uniform information simultaneously during **works meetings**.

# 6 What makes Webinars so useful?

You, your existing customers, and potential customers benefit equally from the use of Webinars. You will find and qualify new contacts, generate excitement among your customers for products, updates, or upgrades, and **interact with your target groups directly and in real-time!**

In exchange, Webinar participants obtain knowledge that is relevant to their day-to-day business – and they don't even have to leave the office to do it. Participation is without obligation and largely anonymous. Using the technology is simple and it is not even necessary to install special software.


**Save lots of time and money**  
Consider this as well: When you choose to hold a Webinar, you

will reach your target audience directly and without high travel expenses or lost time, regardless of whether you would like to hold a small, interactive seminar with ten participants or generate excitement for your portfolio among up to 100 potential customers.

By the way: You can integrate brief surveys into your Webinars as a way to acquire direct feedback or better qualify contacts.

## 10 benefits of Webinars:

- Effective way to open doors to potential clients
- A fast and convenient way to generate high-quality sales contacts
- Maintain and intensify personalized customer communications
- Use online events to save time and money
- Reach new target groups by discussing current topics
- Discover highly specific customer needs and convert new contacts faster
- Generate higher sales with better qualified contacts
- Communicate with journalists and analysts without wasting time
- Convey information to employees at multiple locations
- Easily manage registrations and participants, including automated follow-ups



Has your salesforce  
one foot in the door yet?

## 7 What should I consider when selecting a Webinar solution?

Here are a few valuable tips on what you should expect from a Webinar solution.

### **Important for planning and organizing the Webinar:**

#### **Webinar planning**

Look for straightforward, well organized planning tools, potentially with multiple planning steps.

#### **The registration page**

It should contain all of the necessary information about the Webinar and offer customization options, ideally with the presenter's logo and photograph. Registration fields should be configurable (not fixed in advance) so you can request information that is important for you.

#### **Overview of registered participants**

Having an overview is important for judging the reaction to your invitation. This information will also provide a foundation for future promotion or help you decide whether you need to cancel the Webinar or exclude undesirable participants.

## 7 What should I consider when selecting a Webinar solution?

### **Automated, customizable e-mails**

A Webinar solution should allow you to control the content and send times of invitations, registration confirmations, reminders, Webinar cancellations, and thank-you e-mails.

### **Refined reports**

Reports should facilitate extraction of marketing statistics and provide information on actual attendance and duration of attendance. Reports should allow you to confirm attendance of training events. Also make sure that report data can be exported.

### **Availability of a recording**

Recordings of Webinars can be provided to the participants, people who could not attend, or all visitors to your website.

## **Important features for holding the Webinar:**

### **The ability to work with a co-moderator**

Co-moderators provide greater flexibility. A co-moderator can handle the technology, react to chat messages, or moderate interaction between several speakers.

### **Desktop or application sharing function**

When demonstrating software, it is important to transfer not only the presentation, but also your desktop and the software application itself.

### **Webcams add a personal touch**

Webcams can personalize your presentations. At the very least, you should have the ability to display a photograph.

### **Audio and VoIP solution**

Both of these communication tools should be available in high quality.

## 7 What should I consider when selecting a Webinar solution?

### Survey function

Opinion and feedback surveys provide valuable information and encourage interaction during the Webinar.

### Whiteboard

A whiteboard gives the moderator, in particular, the ability to create drawings and diagrams like in an actual seminar room.

### Event mode

Event mode focuses the attention of Webinar participants on the key elements of the presentation.

### Chat with moderators

Participants should have the ability to chat with the Webinar moderator.

### Important technological considerations:

#### Multilingual programs

The Webinar solution should be available in a language that you and your co-workers can use with ease. Ideally, the moderator program should work with participant programs in other languages.

#### Platform independence

Windows and Mac

#### No software installation

#### General requirements:

- Straightforward and self-explanatory operation.
- Branding capabilities: registration pages and virtual seminar rooms in your company's colors.
- attractive and suitable license options
- the solution provider should offer introductory online training for speakers
- personalized 24/7 manufacturer support

# 8 When is the best time to do certain things? Holding a Webinar

## **Before the Webinar: Don't leave anything to chance!**

### **The participants:**

#### **Nothing is more important than having the right target group**

Your goals will determine who should participate and what they will learn! Do you wish to close new sales, confer basic knowledge, or qualify new contacts? Or would you like to upsell and cross-sell existing customers? Select your invitees accordingly!

### **Who do you want on your team?**

Present your Webinar as a dialog – a moderator leads the discussion and a speaker discusses the topic. The speaker may be a co-worker, an external expert, or an enthusiastic customer. Always make references to practical applications and build credibility!

Beginners, in particular, can benefit from a technical assistant who will assist participants before the Webinar starts and conduct a sound check. This person should be in a separate room and be accessible via telephone in case there are questions. Soon Webinar procedures will become routine and you will have no difficulty holding professional events without assistance.

### **Subject and title. Make it exciting.**

Pick a topic that will truly interest your target group. Simply discussing your product line will attract few or no attendees! The topic you choose must be current, specific to your industry, and very interesting. This includes having an attention-grabbing title.

### **Setting the date. Good timing is essential.**

Not too early, not too late: Avoid holding Webinars before 9 AM or after 5 PM (no later than 2 PM on Fridays). Stay away from lunch hours between 12 and 2 PM and keep holidays, vacation time, bridge days, and trade fair schedules in mind. Ideally, you can let participants choose between at least two different times in order to increase attendance. If you have an international audience, remember the different time zones. If you're in the United States, Europe will be six hours ahead of you!

### **The invitation. Use every available means of promotion!**

To get the word out, you should announce your Webinar one month before the scheduled date. Your company's website, your e-mail signature, targeted mailings, a newsletter, and of course regular sales meetings and telemarketing are good ways to reach a large group.

## 8 When is the best time to do certain things? Holding a Webinar

### **Keeping tabs. Have enough people registered?**

Check regularly to see how many people have registered for your Webinar. Experience shows that after five days no additional registrations will be received. But, if the Webinar is announced prominently on your company's website, you may receive a few last-minute registrations. Therefore, you will have to carefully consider whether you have enough participants or if you need to redouble promotional efforts. Keep in mind also that only 50-70% of the registered participants will actually attend the Webinar.

### **The reminder: Keep the event fresh in their minds!**

By sending an automatic reminder two to three days before the seminar, you can ensure that your event stays fresh in the participants' minds.

### **The presentation. Getting to the point.**

A program like PowerPoint is well-suited to giving your presentation visual support. Design your presentation so it is clear and well thought-out. Also include some movement on the screen, such as active graphics and key words that appear only after they are actually mentioned in the presentation. Strive to get to the core of

key concepts, use visual aids instead of long lists, and make sure you move at the right tempo so your participants will neither grow bored nor lose track of your message.

### **Time is also important. In most cases, a presentation should last no longer than 60 minutes.**

### **The location: Even a Webinar needs a (good) venue**

Make sure that you can work without disturbances during the Webinar. In addition to quiet surroundings, you will need a reliable Internet connection (no W-LAN), a computer, a telephone with headset or a VoIP microphone, access to important documents and files, plus something to drink. If using a webcam, having a decorative but neutral background with logo is a nice touch. Pay attention to lighting conditions and avoid pointing the webcam into the backlighting.

## 8 When is the best time to do certain things? Holding a Webinar

### **Teleconference or Voice-over-IP? Choose the one that's best for your audience.**

Consider your target group when deciding how you will transmit audio. Audio conferences using VoIP are the most cost-effective for everyone, but not everyone is able to get the technical settings right the first time. If you have less technically-savvy people in your audience, you'll probably be better off with a conventional teleconference instead of VoIP.

### **The dress rehearsal. Be ready for anything.**

Practice, practice, practice! If you are comfortable with the general procedure, you'll be better prepared to react to unexpected situations. The best way to get comfortable is to do a dress rehearsal of the entire Webinar, including any mishaps. Ask a few co-workers to act as attendees. Then get their feedback on the information and the way in which it was presented.

### **The final countdown. Excitement builds.**

Start the Webinar approximately 15 minutes before the scheduled time by showing a welcome slide. Check the audio with your co-workers. Then, about five minutes before the Webinar starts, use the Chat or Survey function to ask the participants if they can hear you. Also use the Chat function to give instructions to any participants who cannot hear.

Remember to close any distracting programs like Outlook or Skype, switch off mobile phones, and make sure any incoming calls will be forwarded (important when using VoIP). A simple sign on your office door can remind others that a Webinar is in progress.

## **During the Webinar. Front and center.**

### **Getting started: Be right on time.**

Unlike presence seminars, your audience will immediately notice if you start late, since they will have nothing to do while they wait. If you start too early, you risk losing participants who are joining at the last minute. For these reasons, Webinars should start exactly at the scheduled time!

### **The greeting. Short but friendly!**

As you get started, lean towards brevity instead of making any major statements. A friendly greeting, a brief introduction of the subject and your team, and a few organizational notes (an allusion to the question-and-answer round at the end, for example) will be more than adequate.

**Here's a tip:** Stand up while moderating, make gestures with your hands, and speak with your normal facial expressions – the participants will be able to “hear” the difference!



## 8 When is the best time to do certain things? Holding a Webinar

### **Attention. Keeping the focus on you.**

Always keep your presentation on-message. Having a dialogue between the moderator and the speaker, including a few pre-arranged questions, is a good way to inject some energy. Take advantage of the co-moderator roles so you can pass the ball back and forth.

It is also important to eliminate anything that could distract your participants. Especially if you have a large audience, it can be useful to mute the participants during the presentation so that any background noises will not be a disturbance.

### **The question-and-answer round. Start a discussion.**

You always want to give your participants an opportunity to pose their own questions, preferably during a time at the end of the presentation. A good moderator will always have two or three questions ready to go just in case they are needed. For organizational reasons, questions from the audience should be submitted via chat.

**No more disturbances during your Webinars!**

Download this cool door sign:

[www.netviewer.com/webinar-checklist](http://www.netviewer.com/webinar-checklist)

## 8 When is the best time to do certain things? Holding a Webinar

### **Make it a good one. Start strong, end strong. Your audience will remember you for it.**

Reserve a few minutes at the end of your Webinar for a short thank-you. You can make the presentation itself available for download through the web conferencing solution's file-transfer function. You may also choose to offer a free trial of your products and services, a limited-time special offer, or a small, interesting give-away upon request. The important thing is to encourage your participants to take some action!

### **The recording. For those who couldn't make it.**

Do not be disappointed if 100 people register but only 60 or 70 actually participate. Experience shows that this is normal. Remember that you can record your Webinar and share it with those who could not make it or offer it as a download from your website. But never mention this ahead of time! The live interaction of a Webinar is always preferable.

## **After the Webinar. Stay tuned!**

### **Internal feedback: What did you like or not like?**

Take the opportunity to hold a brief feedback discussion with all internal participants while their memories are still fresh. This will help you make future Webinars even better and more fully engage your participants.

### **External feedback:**

#### **How was the Webinar received by your audience?**

After the Webinar, consider conducting a survey among your participants (via telephone, website, or e-mail) to learn what they liked about the event and if they have any suggestions for improvement. As with any survey, keep it brief to avoid deflating the respondents' motivation.

### **Follow up. Turning participants into customers.**

You've taken the first step, now comes the most important part: following up. Your sales department should contact the participants as soon as possible and follow through with the next steps of the sales cycle.



## At a glance!

There's no doubt about it: You and your company can benefit in many ways from using a refined and comprehensive Webinar solution, regardless of whether your main objective is to close deals with new customers, qualify leads, increase customer loyalty, train your employees, or improve internal and external communication.

Besides saving a tremendous amount of time and money, you will also discover an entirely new medium for keeping new and existing customers around the world better informed. As a result, you will increase personal identification with your brand and foster longer-term relationships.

### **Webinar-Checklist**

We have compiled an extensive checklist of the most important things to consider when holding a Webinar so you can concentrate on more important things.

Download this checklist now and start preparing your Webinars without any stress:

[www.netviewer.com/webinar-checklist](http://www.netviewer.com/webinar-checklist)

# About Netviewer



Founded in 2001, Netviewer AG ([www.netviewer.com](http://www.netviewer.com)) is the leading European manufacturer and provider of web conferencing solutions. Its solutions give employees the ability to overcome spatial distances and collaborate as if they were sitting in the same room. Web conferences not only make meetings, training events, and technical support easier, they also enable the execution of webinars, simplify sales calls, and support sales in other ways. Visual real-time communication over the Internet significantly reduces the time and expense of travel while increasing productivity.

By traveling less, Netviewer users even make a positive contribution to preventing climate change and protecting the environment. More than 16,000 corporations and medium-sized companies in 68 countries already take advantage of the benefits provided by Netviewer web conferences, including Bayer, BMW, Deutsche Post, SAP, Siemens, and Swisscom. The company currently employs approximately 200 people and continues to grow.

**Request more information by calling:**

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