

WEBINARS

for **BEGINNERS**

Hosting your own webinar can be
scary...

...and it can be nerve-racking
speaking to a live audience!

There are best practices that you can follow that will help your event run smoothly, making you look like a star! Follow these 5 P's to make sure you have a Perfect Presentation!



Plan

Come up with an agenda and stick to it! Your audience will not like if what they read in your webinar promotion is different than what is actually covered in the live event. When creating a brief overview for the event make sure to add in 3-4 takeaway points they will learn by attending the webinar.



Pick a Date & Time

I'm sure you're wondering which day of the week and time of day will give your event the highest attendance rate...

According to a survey conducted by expert Ken Molay - President of Webinar Success, the final answer is: Tuesday afternoons. Keep in mind that unless you are marketing to a specific geographic area only, time zones play a crucial roll in picking the perfect time for your event. Consider hosting your event around 2pm EST, that way it won't be too early for those attending from the west coast.

Hopefully, you've completed steps one and two with about 30 days left to spare. Now you're ready to...

Promote!

Ideally, promotions should start as soon as possible. According to Webinara, promotional campaigns should be implemented at least 10 days before the live event. This works in the organizer's favor since attendees tend to manage their calendars a week ahead of time.



If you're looking to generate additional leads for your event, consider using Onstream Webinars + Webinarara. For the price of one, you're able to create, promote, and host your webinar on one platform. Utilize Webinarara for Search Optimization as well and watch your live and recorded event appear on Google.

You might get nervous again because it's time to...

Present!

But stay calm! You got this!

Follow these
Best Practices
to ensure a successful event...



Make sure you rehearse at least 30 minutes prior to the live event with your speakers to go over the slides and work out timing.



Find a quiet conference room to connect from and have a glass of water by your side.



Connect to audio using a headset instead of speakers, and mute your line when you aren't speaking.

Once the event is over...

rePurpose



Want to know what the best part of a webinar is? Hands down, the ability to record. Do you know all of the different campaigns you could create based on one webinar recording alone? Here's what we suggest...



Turn the webinar content into a series of blog posts.



Break up the hour long webinar into 5 mini lessons and post them to YouTube, one each week to keep your audience coming back for more!



Use a transcription service to have the whole webinar transcribed. Turn that into a whitepaper.

Ready to get started?

Visit our webpage or give us a call!

www.onstreammedia.com
(888) 203-7900

