




TIPS FOR HIGHLY ENGAGING WEBINARS

DIAL 844- WEB ADIGO
(844-932-2344) NO ID NEEDED

START TIME: 5 MINUTES AFTER THE HOUR
WE'LL GO FOR 20 MINUTES UNTIL 25 PAST



**A Conferencing Tips
Webinar with Brad Volin,
President of Adigo – 9/9/2014**



AGENDA

- Intro's
- Highly Engaging
- Better Interactions
- Slide Building Rules
- Insignificant Details....

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INTRODUCTIONS

- President, Adigo
- Experience at Public and Private companies
- Doing monthly webinars for over a year!
 - Lots of fun (rule #1). Don't stress on perfection.

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TYPICAL ACTUAL SCENARIO

- Forced to attend
- Wrong audience
 - Distracted
 - Multi-tasking
 - On lunch
 - Politics
- Etiquette



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DATA BENCHMARKS

- 30-40% conversion registrants to attendees
- 36% register more than 1 week prior
- Day of invites and reminders have high conversion

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RESULT: BOOOOORING

Challenges:

- Trouble getting in
- Not interested
- Interruptions
- Too fast
- Too slow
- Monotone drone
- Lousy audio



What is your horror
(or funny) story?

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BETTER #1A: INCLUDE YOUR AUDIENCE BY
PRETENDING IT'S LIVE!

- 1. Live chat
- 2. Polling
- 3. Multi-media
- 4. Q&A
- 5. Twitter (consumer)



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BETTER #1B: INCLUDE YOUR AUDIENCE BY
PRETENDING IT'S LIVE!

- 6. Put people on the spot
- 7. Brainstorm live
- 8. Tracking engagement
- 9. Check out hubspot.com
training videos

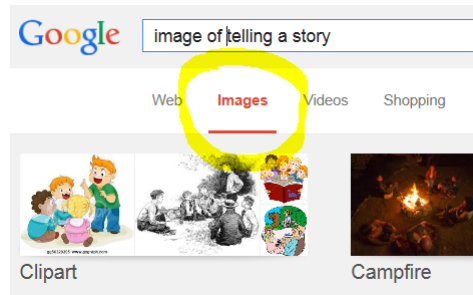


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#2: LIMIT TEXT



1. Bullets: 3-5 MAX!
2. Storytelling
3. Use images



4. Don't read slides!



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#3: NEVER USE A CELL



1. Audio sucks
2. Good quality headset and small room
3. Turn off AC, silence cell/desk phone, hang sign AND lock door
4. Always sound check
with 3rd party!



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#4: RESPECT TIME

1. Don't go past the time
2. Minimize fluff
3. Allow for Q&A. If training, Q&A should be 20-40% and happen throughout.

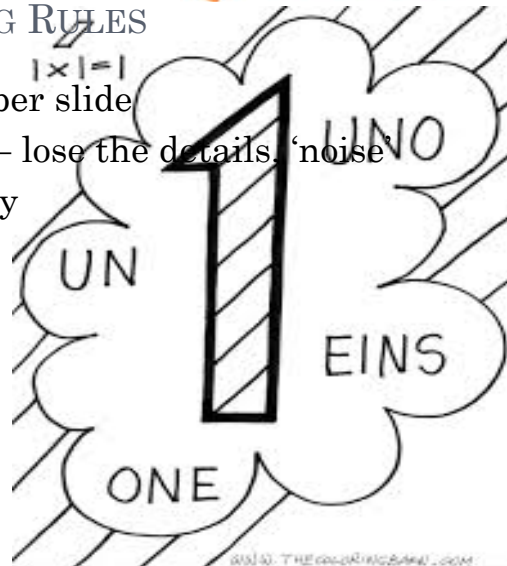
4. Rehearse!

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SLIDE BUILDING RULES

- One thought per slide
- Key findings – lose the details, ‘noise’
- Key take-away
- Novelty
- 1 minute



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SLIDE BUILDING RULES - 2

- Layout: consistent AND changing
- Interactive exercise: Take a vote
- Play an MP3

- Readable with big type

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SLIDE BUILDING RULES - 3

Slide deck does NOT have to be a stand-alone. They're meant to augment.

Michael Hyatt

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SLIDE BUILDING RULES - 4

LESS

Michael Hyatt

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INSIGNIFICANT DETAILS THAT MATTER

1. Start time: 11am PT
2. Day of reminder/invite
3. PDF of slides afterward
4. Salt the audience
5. Have a glass of water and Move

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FREE RESOURCES FOR BETTER MEETINGS AND CONFERENCE CALLS

- [The Ultimate Library of Meeting Leader Guides](#)
- [International Conference Calling Guide](#)
- Optimized Conferencing for:
 - [Law Firms](#)
 - [Marketing & PR Agencies](#)
 - [Consulting Firms](#)
- [The Hidden Costs of Generic Conferencing](#)
- [A Guide for Better Call Flows and Prompts](#)
- The Content Marketer's Guide to Webinars by Shelby Britton
- <http://www.timeanddate.com/worldclock/meeting.html>
- [Michael Hyatt This is your life Podcast, 7/16/2014](#)

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CONNECT

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How helpful was this? 1 (not much) – 5 (super)

For links, details and references, see our post:

[3 Credos Growth-Based Collaborators Have for Holding Better Meetings](#)

Register for our next webinar:

[Register for an upcoming Conferencing Tips Webinar](#)