

# How to Run Engaging Webinars

30 day plan to Engage, Entertain, Educate  
and motivate attendees to act

# Today we'll be discussing

- **Days 1-24:** Planning and Promoting
- **Day 25:** Broadcast day
- **Days 26-30:** Follow-up Process

# Planning and Promoting: Days 1- 24

<b>Day 1:</b>	Is a webinar the right tool for your message?
<b>Day 2-5:</b>	Is there an audience that will attend?
<b>Day 5 to 10:</b>	Logistics and tools
<b>Day 10 to 15:</b>	Promotion of your webinar
<b>Day 15 to 22:</b>	Size up registrants profile and interests
<b>Day 23 &amp; 24:</b>	Mission ready check list

# Day 1: Is a webinar the right tool?

Is your topic right for a 45 minute webinar?

Specific techniques

Concepts & higher thinking

Engaged audience with questions



Yes

# Day 1: Is a webinar the right tool?

Is your topic right for a 45 minute webinar?

General data

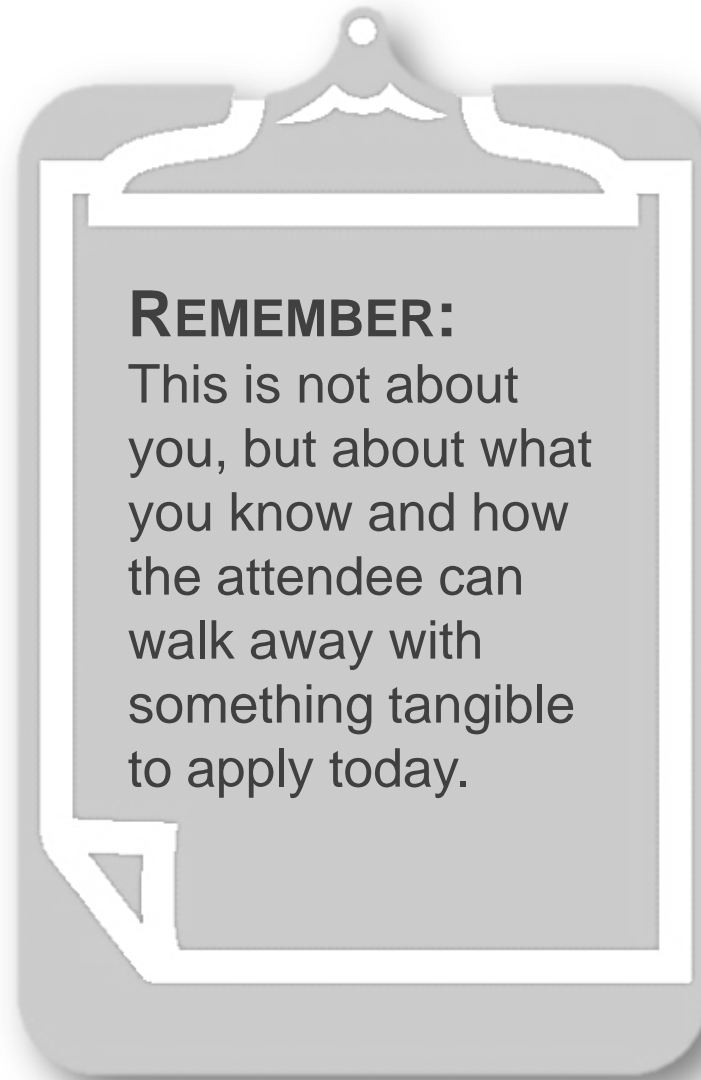
Audience is not tech savvy

Extremely detail and heavy data



No

# Day 1: Is a webinar the right tool?



# Day 1: Is a webinar the right tool?



## Day 2-5: Is there an audience who will attend?

- **Stage of sales cycle**
- **Model of current successful customers**
- **Size does not always equal success**
- **Are they willing to attend?**





Day 2-5: Is there an audience who will attend?

## Why would that audience attend?

- Hot topic
- Pain point
- Research
- Easy way to get information

## Day 2-5: Is there an audience who will attend?



## Day 5-10: Logistics of the webinar



**time and date**



**cost per attendee**



**audio options**



**registration**

# Day 5-10: Logistics of the webinar



## Time and Date

- What works for your audience?
- No: Monday morning or Friday afternoon
- How many time zones will you reach? (US only)
  - 2PM and 11AM Eastern
  - 3PM or 4PM Eastern

## Day 5-10: Logistics of the webinar



**cost per attendee**

### Cost Per Attendee

- Often as low as \$.02 an attendee
- Varies depending on data and audio choices
- Size of audience matters



# Day 5-10: Logistics of the webinar



**audio options**

## Audio Options

- Phone, VoIP, or both?
- Connection speed
- Comfort with technology



# Day 5-10: Logistics of the webinar



**registration**

## Registration

- Keep it short
- Ideas for content
- Learn more about your audience



# Day 5-10: Picking the right tool

What functions do you need to keep the audience engaged?



PC and Mac compatible



Chat



Share slides/screen



Streaming video for host



Audience interaction



Audience control



Meeting recording



Meeting analytics





# Day 10 to 15: Promoting your webinar

**promote and  
motivate**

# Day 10 to 15: Promoting your webinar

Promotion starts with the right title and description

## **Webinar:** The Event Management Success Formula Planning and Promotion

**Description:** You do events, but can you do better? Learn the techniques to plan a successful event for your nonprofit, an event that creates buzz, increases registrations and maximizes attendance. Master the formula to get the most out of your event management. Walk away with specific tips to plan smooth and successful events that capture your attendees' interest and make them a huge referral engine for your next event.

### **Examples of Power Words:**


Learn, master, buzz, develop, hands on, real world, market proven, secret (little known) system, new, power, immediate, insider you , results, discover, walk away



# Day 10 to 15: Promoting your webinar

Start with your email readers- let them start the buzz!

- Segment by interests
- Stage your send in smart segments
- Design your invitation for impact



**The Energy Behind Thinking – Keys to Abundance**

**Where:**  
Teleseminar  
<http://www.meetingburner.com.21328995460>

**When:**  
Wednesday August 24, 2011  
8:00 AM PT  
9:00 AM MT  
10:00 AM CT  
11:00 AM ET  
[Add to my calendar](#)

**Dear Cheri,**

That's right your 60 minutes this morning to focus on YOU (what a novel ideal) starts at the top of the hour.

Once again (in case it got buried somewhere) here is your call in info-

**Dial in number: 1-213-289-5460**

**Access Code: 6110787#**

Talk to you here soon!

To Your Successes and Victories,

**Cheri**

Cheri Ruskus  
The Victory Circles  
[cheri@businessvictories.com](mailto:cheri@businessvictories.com)  
303-652-1718

[Join Our Mailing List!](#)



# Day 5-10: Logistics of the webinar

The screenshot shows the Blue Penguin Development website. The header includes the logo and navigation links: Home, About, Services, Products/Events, Resources, Contact. The main content area features the webinar title "How to be a Leading Expert" - Wednesday, March 28, 2PM (Eastern). Below this is a quote from Tina Cinocotti: "Your webinar was fantastic! Packed with great advice, examples, and presented in a way that made it feel doable." The website also includes a section titled "Here's what we'll cover in the How to be a Leading Expert webinar:" with a bulleted list of topics. At the bottom, there is a "REGISTER NOW" button and social media sharing options.

Blue Penguin Development  
marketing for solo professionals with Michael Katz

Home About Services Products/Events Resources Contact

"How to be a Leading Expert" -  
Wednesday, March 28, 2PM (Eastern)

"Your webinar was fantastic! Packed with great advice, examples, and presented in a way that made it feel doable."

Tina Cinocotti  
Funding Change Consulting

Every profess  
And why shou  
viewed as an  
can charge his  
colleagues ser  
want your opin  
publications (o  
ask you to contribute.

Here's what we'll cover in the How to be a Leading Expert webinar:

- The benefits of being viewed as an expert
- The difference between an expert and someone who simply has a lot of experience
- How to describe who you are and what you do in a way that positions you as expert
- The reason why experts don't try to appeal to a broad audience
- Why employees have resumes and experts have "bios"
- Why and how to behave as an expert right now, even if you're just starting out in business
- How the words you use - in the things you publish, the e-mails you write, the presentations you give -

Michael Katz  
Founder and Leading Expert  
Blue Penguin Development

REGISTER NOW

Send  
Share  
Like  
10 people like this. Be the first of your friends.

**"How to be a Leading Expert"**  
Wednesday, March 28, 2PM (Eastern)

**"Your webinar was fantastic! Packed with great advice, examples and presented in a way that made it feel doable."**

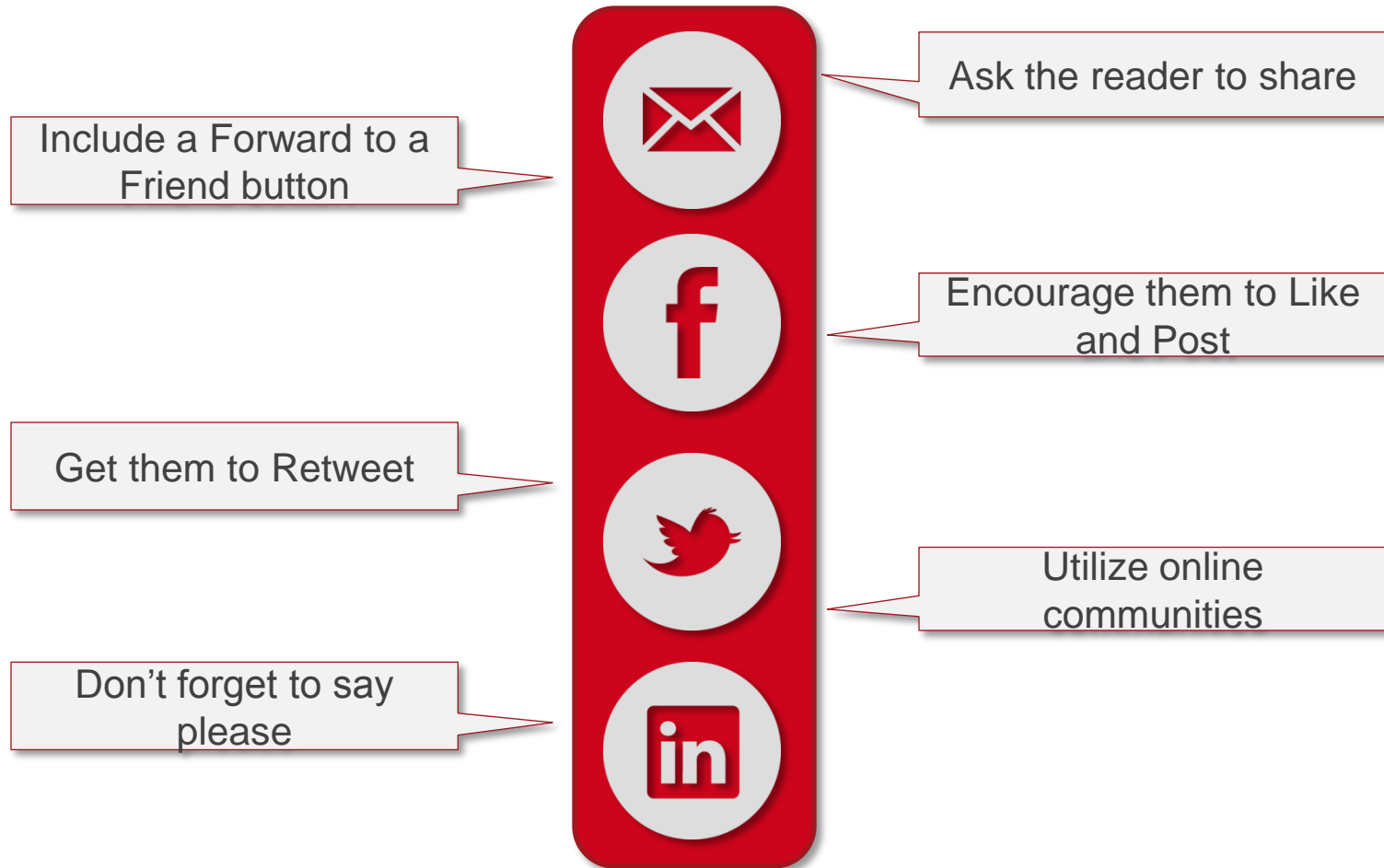
**Tina Cinocotti**  
**Funding Change Consulting**

**Total cost for this webinar? \$117.00.** A bargain compared to what you'll learn and walk away with on the way to becoming an expert in your field.

**REGISTER NOW**

# Day 10 to 15: Promoting your webinar

Ask your readers to share!



## Day 1-5: Is there an audience who will attend?



# Day 15 to 22: Registration Results & Interest

Everyone who registered will not attend

## Expect 50-70% attrition

- Varies:
  - Time of year
  - Day of week
  - Free or Pay webinar
- Registrations not where you want?
  - Resend to non-responders with a different subject line or sending time



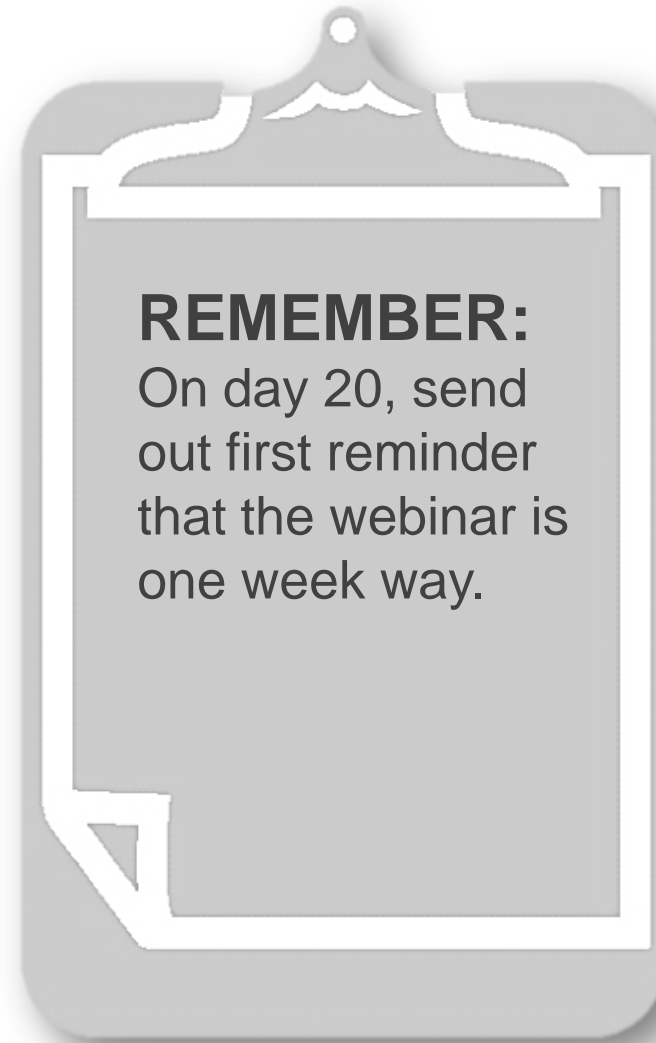
# Day 15 to 22: Registration Results & Interest

Did you ask questions at registration?





# Day 15 to 22: Registration Results & Interest



# Day 23 & 24: Mission ready check list

1. Quite location
2. Internet connection of 1mb/s
3. Audio choice
4. Ready your presentation
5. Prepare public facing data
6. Gather the support help numbers
7. Prep interaction tools
8. Pick the end URL
9. Strong closing call to action
10. Send out reminder day before



# Broadcast Day: Day 25

# Day 25: Broadcast day

1. Send reminder 1hr before
2. Start 15-20 minutes early
3. Identify important individuals
4. Close out unnecessary applications
5. Call on a landline
6. Start on time
7. Load resources
8. Start session recording
9. Follow outline, but be flexible
10. Ask for interaction and live questions
11. Have a strong closing call to action
12. Save recording and end meeting



# Follow-up Process: Days 26-30

# Day 26: Reporting & start follow up

**Most tools take 24 hours  
to provide reporting**



**Send email  
follow up to both  
attendees and  
non-attendees**



# Day 26: Reporting & start follow up

Thank them for attending

Link to next step

Provide resources

**Thank you for attending  
The Creating Marketing  
Emails Webinar**

## Now apply what you learned

Greetings,

Now that you have gained new insights into Creating Marketing Emails - and how this can help you drive your organization's success - **here are key resources to get the most out of your email marketing!**

Now that you have gained new insights into Creating Marketing Emails - and how this can help you drive your organization's success - **we want you to try it out!**

## Ready to get started?

If you're not already in a trial, **"test-drive" Email Marketing with Constant Contact**. It's easy to do with our [FREE 60-day Trial](#). There's no risk or obligation.

**FREE 60-DAY TRIAL**

## Want more free tips?

Suggested Next Webinars:

- [Email Marketing Demo](#)
- [Planning Email Marketing](#)
- [Subject Line Design](#)
- [Building Better Lists](#)
- [How to Boost the Response to your Email](#)
- [Promotions Planning & Design](#)

We want to wish you success!

-Heidi, Caroline, Noah & Justin  
The Constant Contact Distance Learning Team



- ▶ [Ready to get started?](#)
- ▶ [Want more free tips?](#)
- ▶ [Want help?](#)

**If you missed the  
post-webinar survey.**

[Tell us what you thought.](#)

[Download the Slides](#)

[Forward to a Friend](#)

## Want help?

Talk to a  
Communication Consultant  
**1-866-876-8484**

**Toll-free telephone support**  
Monday - Friday  
9 a.m. - 9 p.m. EST

Call **1-866-289-2101**  
for U.S. & Canada  
**1-781-472-8120**  
for International.

[Follow us on Twitter](#)

[Join us on Facebook](#)

Link to a survey

Include slides

Provide contact  
person info



# Day 27 to 30: Engage and Learn

Close the loop with attendees and non-attendees

- People forget if you wait too long



Call attendees with highest value

- Attendees with lots of questions
- Attendees in the later stages of the sales cycle
- Attendees who said they are ready to convert





# Day 27 to 30: Engage and Learn

## Review feedback from the webinar

- Survey
- Email reply
- Chat
- Twitter



### How satisfied are you with:

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
The speaker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The webinar technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The session overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Hi Julie!

I just wanted to thank you for yesterday! It was so great to hear you speak. I took away a lot of learnings that I can apply to my webinars. It was also great to have time to meet the customers and answer their questions as well.

Katharine Farrell

**From:** Julie Niehoff from Constant Contact [<mailto:jniehoff@constantcontact.com>]

**Sent:** Thursday, May 24, 2012 4:10 PM

**To:** Farrell, Katharine

**Subject:** Thanks for attending Small Business Week.



Take it all in again—from the comfort of home.



Thanks for coming to our Small Business Week event. It was great to have you there. Hopefully you're starting to use your new info to build your business in ways you hadn't



**Jenn Brown** @Jenn\_Tech

25 May

@julieniehoff @Katharine\_F Thanks for the follows, and even more for the great #ctctaus event this week. So glad I went.

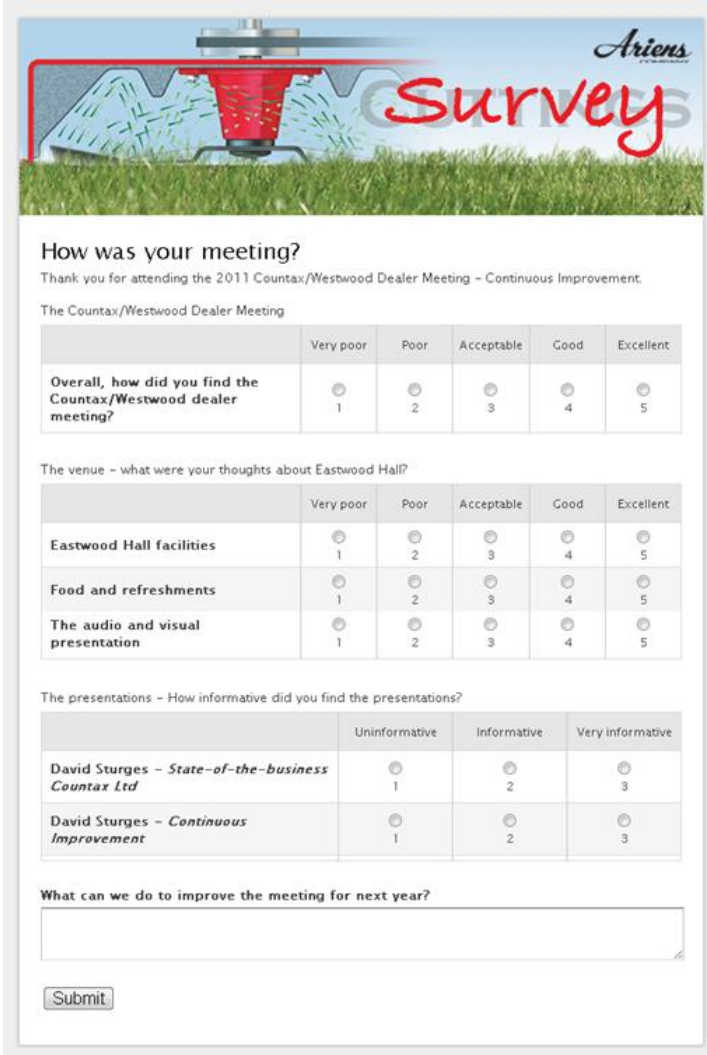
### Chat

**from Katharine Farrell to Host, Presenter & Panelists:**  
Thank you so much for that session! I learned so much :)

# Day 27 to 30: Engage and Learn

What did they like  
and not like?

What did they want  
more of?



**Survey**

How was your meeting?

Thank you for attending the 2011 Countax/Westwood Dealer Meeting - Continuous Improvement.

The Countax/Westwood Dealer Meeting

	Very poor	Poor	Acceptable	Good	Excellent
Overall, how did you find the Countax/Westwood dealer meeting?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

The venue - what were your thoughts about Eastwood Hall?

	Very poor	Poor	Acceptable	Good	Excellent
Eastwood Hall facilities	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Food and refreshments	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
The audio and visual presentation	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

The presentations - How informative did you find the presentations?

	Uninformative	Informative	Very informative
David Sturges - <i>State-of-the-business Countax Ltd</i>	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3
David Sturges - <i>Continuous Improvement</i>	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3

What can we do to improve the meeting for next year?

Was it worth their  
time?

# Day 27 to 30: Learn and Engage

Did the webinar meet your goal?

Apply feedback  
Plan your next webinar



Yes



# Day 27 to 30: Learn and Engage

Did the webinar meet your goal?

Learn and try again  
Look at your feedback  
Try on-demand resources



No

## Day 27 to 30: Learn and Engage



# Your 30 Day Plan

- **Day 1 to 5:** Is a webinar the right tool for your message?
- **Day 5 to 10:** Logistics and tools
- **Day 10 to 15:** Promotion of your webinar
- **Day 15 to 22:** Size up registrants profile and interests
- **Day 23 & 24:** Mission ready check list
- **Day 25:** Broadcast day
- **Day 26:** Reporting and follow up stats
- **Day 27 to 30:** Complete follow up and plant seeds for future engagement

# Run Engaging Webinars with MeetingBurner



## WHERE is your event?

☐ Physical Location ☒ **Online**



**MeetingBurner**

[Use MeetingBurner?](#) Your event information will fill in seamlessly below. Don't have an account? [Sign up](#)

\* **Online**  
Event URL:



**Additional**  
**Information:**

This information will be included in your registrant's [confirmation email](#).

☒ Show this information when people register for this event.



# Take the Next Step

Sign up for a free Event Marketing trial

FREE TRIAL!

From professional-looking event invites to social media promotion, Event Marketing provides the tools that drive results.

**Sign up for a trial today!**  
**<http://conta.cc/EventMarketingTrial>**

**Toll-free: (855) 816-6508**

Don't currently use an online meeting provider?



Constant Contact customers can open a Free MeetingBurner account, or get an exclusive discount on Pro and Premier accounts.





# Day 23 & 24: Mission ready check list

1. Do you have a quiet location to broadcast from?
2. Does your internet connection have 1 megabit per second upload speed?
3. What is your audio choice? Do you have a back up?
4. Do you have all of your presentation materials ready to go?
5. If you are showcasing a product, do you have public facing data ready to go in the tool?
6. Ensure that you have the conferencing tool help numbers available for yourself and as well as attendees
7. Prep any interaction tools that are to be used
8. Pick the end URL for the webinar.  
–Survey? Sign up action? Website?
9. Strong closing call to action
10. Send out reminder day before



# Day 25: Broadcast day

1. Send reminder one hour before webinar
2. Start up the meeting 15-20 minutes before start time
3. Export attendee list and identify the important individuals to call out
4. Close out unnecessary applications
5. After starting the meeting, load the resources
6. Call into the session on a landline
7. Start on time
8. Start session recording
9. Follow your outline, but address needs of audience
10. Ask for interaction and live questions
11. Have a strong closing call to action
12. Save recording and end meeting



# MeetingBurner Pricing for Constant Contact Customers

WHERE is your event?  
☐ Physical Location ☒ Online

MeetingBurner

MeetingBurner + Constant Contact

Fast and easy online meetings

What type of account would you like?

Over 25,000 people have MeetingBurner. Get your own in 60 seconds. →

	MeetingBurner <b>PREMIER</b>	MeetingBurner <b>PRO</b>	MeetingBurner <b>FREE</b>
	<a href="#">Sign up</a>	<a href="#">Sign up</a>	<a href="#">Sign up</a>
Max # of Attendees	1,000	50	15
Support Options	Phone & Email	Phone & Email	Email
Instant Screen Sharing	✓	✓	✓
Bundled Conference Line	✓	✓	✓
Meeting Recording	✓	✓	✗
Analytics	✓	✗	✗
Meeting Autopilot	✓	✗	✗
Price	\$99.95/mo	\$39.95/mo	Free forever!
<b>Constant Contact Special Price</b>	<b>\$79.95/mo</b>	<b>\$19.95/mo</b>	<b>Free forever!</b>

Back to login screen