

# TIPS FOR RUNNING A SUCCESSFUL WEBINAR



## 1 Most online audiences tend to lose interest after about 45 mins



It's important, therefore, to organize your topics and information so they can adequately be covered given this time constraint, or break your content into chunks of one hour or less and run a series of webinars.

## 2 Avoid long presentations from one speaker



It's best to split the webinar down into short sections and to vary format between presentation, discussion, Q&A, visual demonstration and panel discussion.

## 3 Split the roles of organizer, facilitator and presenter



BioInsights will provide the organizer for your webinar and that individual will be responsible for logistical and technical aspects, such as access problems. Your facilitator can introduce the speaker(s) and field questions, leaving the speaker to focus solely on their presentation

## 4 Include end-user perspectives



If you can engage a client representative as one of your presenters, it is likely to increase participation.

## 5 Engage your audience from the start

- ▶ Give the audience a valuable takeaway in the first five minutes perhaps by talking about a personal experience relevant to the topic of your webinar.
- ▶ Try to limit the "housekeeping" and speaker introductions to two minutes.
- ▶ Use **polls** throughout the presentation to engage your audience.
- ▶ Keep the engagement going with a call to action on the closing slide.

# 6 WEBINAR FORMATS

### One Speaker



A single presenter speaks, demonstrates, and answers questions from the audience.

▶ Fewer people to coordinate and train on the Webinar tool.

▶ A lone presenter is more likely to become the authority at the "front of the room," which might make some in the audience reluctant to participate and ask questions.

### Interview Style



Interviewer asks a set of pre-determined questions.

▶ More engaging to hear multiple voices.

▶ More people to train and coordinate.

▶ The fact that the interviewer is asking questions of the expert(s) often encourages the audience to do the same.

▶ Scheduling the run-through and the actual webinar may be more challenging.

### Moderated Panel Discussion



Multiple people on the line at the same time, with a moderator facilitating the discussion.

▶ Offers a variety of voices and perspectives, which is likely to be more engaging for participants.

▶ More people to train and coordinate.

▶ Scheduling the run-through and the actual webinar may be more challenging.

▶ Can be difficult to keep panelists from talking over each other.

### Interactive



Audience members participate fully via instructor-led exercises and facilitated conversations.

▶ If done well, participants receive a deeper understanding of the topic because they're fully engaged in the dialog and the exercises.

▶ Can only accommodate a small group.

▶ Requires a skilled, experienced teacher/facilitator.

## 7 Make your visuals engaging



Plain slides with a lot of text don't work as well as interesting visuals that illustrate the topic being discussed. Some visuals you may wish to include with your presentation are:

- ▶ A slide introducing each presenter, including job title, affiliation, and a photograph if available. Keep these short and even if the slide contains the full bio, ensure you don't read this out as it can make audience members automatically switch off.
- ▶ A quick overview of the webinar agenda and the topics to be covered.
- ▶ Screen grabs of websites or tools you will be discussing. If possible, show the sites and tools in action (rather than just the image stills) for a more dynamic experience.
- ▶ Abstract images to grab people's attention - the slide doesn't always have to contain text, sometimes a striking and relevant visual is great, as the speaker talks to the audience.

## 8 Create a detailed agenda so that all topics are addressed and the webinar runs to time

For example, the agenda for a moderated panel discussion about three different manufacturing platforms might appear as follows:

**AGENDA**

**11:00** Moderator introduces speakers and provides an overview of the platforms being discussed.

**11:10** First speaker presents the pros and cons of platform 1

**11:20** Second speaker presents the pros and cons of platform 2

**11:30** Third speaker presents the pros and cons of platform 3

**11:40** Moderator opens questions to audience

**11:55** Moderator opens panel discussion for all participants to discuss the main priorities for optimising manufacturing plans for the future

**12:10** Moderator wraps up webinar, thanks participants, and tells audience where they can go for more information

**12:15** Webinar closes.

## 9 Ensuring all presenters participate in a dry run is vital to ensure the webinar runs smoothly on the day

The dry run will ensure your presenters know how to use the tool and what features are available to them. It will also give everyone a chance to review the agenda and visuals.

## 11 Research shows that the main reasons attendees will leave a webinar early are:

- ▶ ...content was not as advertised
- ▶ ...the presenter reads directly from slides.
- ▶ ...the webinar began with company/sales information.
- ▶ ...they were familiar with the information on the first few slides.
- ▶ ...the webinar was over 1 hour long.
- ▶ ...the presenter(s) spoke slowly.

# PROMOTING YOUR WEBINAR

## 10 BioInsights will undertake various marketing activities to maximize participation in your webinar.

You can help by:

- ▶ Promoting the webinar via your website and social media channels.
- ▶ Providing BioInsights with a list of companies you would like to see participating and by detailing the job functions of the individuals you are targeting.
- ▶ Making sure your sales team is aware of the webinar and can draw their contacts' attention to it.



## 12 Open multiple avenues for feedback from your participants

This will maximize the useful information you receive that can then be used to inform your future webinar plans

- ▶ E-mail.
- ▶ Online surveys.
- ▶ Direct audio or visual conversation.
- ▶ Social media.

# POST-EVENT CHECKLIST:

After the webinar, follow-up with attendees –done with good timing – is critical to keeping momentum and turning your B2B marketing investment into qualified sales leads.

## 1 Activate a follow-up email campaign



The email will typically include content related to the event, e.g. presentation slides, background information, access to a post-webinar discussion in your LinkedIn group, etc. Quick follow-up improves your chances of engaging the audience.

## 2 Address live chat questions



During the webinar, you will hopefully have received questions from the audience. Some of these can be addressed during the webinar, but don't leave it at that. Follow up with each relevant question individually after the event. It is an opportunity to build relationships with your prospects.

## 3 Update social media channels to indicate when the recorded webinar is available.

## 4 Launch a second email follow-up campaign

Because it can take time to process the webinar recording, we'd suggest you send a quick, initial follow up right after the webinar, linking to the webinar slides. A second follow up can be sent, e.g. a day or two later, once the video recording is ready.

## 5 Evaluate webinar results and share with the team

Although some of the results only become evident after a few weeks or months, e.g. pipeline contribution, there are some things you can measure right away to determine how successful your webinar was. Here are some metrics to note:

- Number of registrants.
- Number of attendees.
- Number of relevant questions.
- Number of new leads.
- Number of new prospects, i.e., leads in your target market.
- Drop-off rate during the event.
- Number of mentions and re-tweets on Twitter.
- Number of comments/likes/shares on Facebook and LinkedIn.
- Minutes (or hours) between end of webinar and your follow up email.
- Average ratings from the post-event feedback survey.

