

WEBINARS Pocketbook



Top tips to ensure
your meeting,
presentation or
training session is a
virtual winner

**Stella Collins &
Andy Lancaster**

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Enjoy your reading!

THE WEBINARS POCKETBOOK

By Stella Collins & Andy Lancaster

Drawings by Phil Hailstone

"Essential reference for newbies and experienced facilitators alike, the book is stuffed with tips and useful information to dip in and out of. Take up the challenge and you'll be surprised how soon you'll be able to apply your face-to-face skills in a virtual environment."

Clive Shepherd, Director, Onlignment Ltd

"A must for anyone brave enough to don the headset and connect with an audience you can't see. I wish I'd had this when I started hosting webinars. It will take your webinar from a mediocre broadcast to a vibrant and engaging exchange."

Perry Timms, Founder & Director: PTHR

"An excellent introduction to designing and delivering webinars. Delivering a webinar that's interactive is so important and this guide will really help you to do that."

Jo Cook, Director, Lightbulb Moment Ltd

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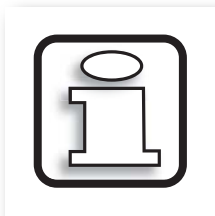


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Before, during and after the webinar





INTRODUCTION & SCOPE

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PRINCIPLES NOT PLATFORMS



Webinars are now an established and common method for 21st century meetings and learning. This book is for you if you are either considering using webinars for virtual meetings, training, marketing or sales seminars, or perhaps you're already using them but want to hone your skills and make them more effective.

It will help you to design, set up and deliver your own webinars. You'll find out how the virtual world is different from, and similar to the 'face to face' world; you'll learn tips and techniques to give you the skills and confidence to get started or to give your current webinars more oomph, and, importantly, you'll find out how to get buy in from participants.

This book won't tell you which software to use, but we will cover how to use common webinar tools. We're here to share principles and not platforms – for the latter there are lots of software vendors keen to tell you about their features and functions and you can find really helpful reviews on the internet.

We believe engaging people and keeping their attention are what's important and we will focus on helping you make your webinars relevant, engaging and effective.

INTRODUCTION & SCOPE

WHAT IS A WEBINAR?



The word webinar is made up from 'web' and 'seminar' and is usually a meeting, presentation, lecture or workshop transmitted using the internet. You can share presentations, videos, your desktop, files, audio etc and the audience can participate using web tools, video, audio, messaging tools, polls. A good webinar, like any other situation where people come together, encourages all parties to share, communicate and work together.

Webinars can accommodate from two people to hundreds in different locations. The level of interaction will vary depending on the audience but, even with hundreds of people, everyone can join in.

As a presenter of a webinar you can choose from several different types of software, which are constantly evolving. Well known ones at the time of writing are Adobe Connect; Cisco WebEx; Citrix GoToWebinar and Microsoft Lync. As an audience member you may have to download the software or you may simply be invited to join via your phone or the web.



INTRODUCTION & SCOPE

PURPOSE OF WEBINARS



Webinars have a variety of purposes:

- As effective marketing and sales tools for products or services. Use them to demonstrate your expertise, to introduce new customers to what you do or to update current customers on new products or features. These will often be larger webinars with multiple, unknown participants and you can generate leads, gain feedback and provide updates
- As a way to enhance your professional profile or highlight an industry trend or development, in much the same way as seminars or speaking engagements. These webinars also tend to have larger audiences
- For meetings when everyone is in a different location or meeting rooms are unavailable; they can bring people and organisations together
- For learning and training, now regularly delivered through technology; webinars can be very effective for short, practical, interactive sessions.

Whatever your purpose, the underlying principles we will cover are similar.