

HOW TO ORGANISE A WEBINAR

Project “Design Thinking in Youth Work”



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Introduction

“How to organise a webinar” is a methodology e-manual that was created as an output of Design Thinking in Youth Work project.

Design Thinking in Youth Workers is an Erasmus + project KA1 Mobility of Youth Workers founded by the European Union. The project teaches youth workers how to use design thinking, a methodology that approaches problem solving and project- based work in a practical and creative way focused entirely on the end-user experience (youth).

The pandemic has alienated youth workers from young people as youth centers have been closed, projects and activities largely delayed, and direct communication with young people often disabled. Therefore, people working with young people had to design completely new programs and learn how to implement non-formal education in digital form.

Webinars have proven to be a good educational tool because they enable the transfer of knowledge to reach a large number of young people, including those who would otherwise find it difficult or impossible to attend offline trainings.

The idea is to make this handbook available to all youth workers and other European organizations participating in Erasmus + projects so that they can organize their non-formal learning online as easily and successfully as possible.

What is a webinar



According to the Cambridge dictionary, a webinar is an occasion when a group of people go on the internet at the same time to study or to discuss something. It is a combination of words “web” and “seminar”. It is held virtually, attended exclusively by an online audience and participants can engage by different means of communication: PC, smartphone, tablet. The goal of the webinar is to introduce the participants to a specific problem, topic, information, lecture or presentation of a particular product or service. It is an interactive way of communication, where the presenter can reach a large specific group of online viewers from a single location. Because of interaction, a webinar offers various interactive opportunities: survey, chat, poll, Q&A sessions etc.

Webinars vs. online meetings

The main difference between webinars and online meeting is the **number of participants**. Webinars are formally structured for a larger audience while meetings are made for smaller groups. Also, the difference is in the **way of interaction**. Meetings are designed to be collaborative events in which all the participants are able to screen share, participate with their audio and video, and see who else is in attendance; while webinars are designed so that the host and other designated panelist primarily share their video, audio and screen, while attendees follow the streamed content. Webinar also allows view-only attendees, while meetings ask for active one to one engagement.



What can you use the webinars for?

The webinars can be used for **education** and **work**. For education purposes, it can be used for gaining new knowledge, sharing experiences, collaborating and connecting. For work purposes, it is helpful for starting careers for young people, promoting certain skills and products, networking and reaching other young professionals and also making future collaborations in their field of interest.

Webinar - basic terms

A webinar (or web seminar) is a live online educational presentation during which participating viewers can submit questions and comments. Webinars are events, video presentations, workshops, seminars, training sessions, or classroom lectures hosted and delivered online using webinar software. What makes webinars effective is that they're a two-way form of communication where the attendees and presenters give, receive and share information with each other, in real time.

Here are some of the basic features of webinars commonly available throughout different webinar software and services:

- Real-time audio, video and text-based communication
- Easy presentation of slideshows, documents and screen sharing.
- Sharing, downloading and recording of complete lectures and sharing or viewing them afterwards
- Streaming Options: While the webinar is taking place it can be streamed live in social media (Facebook page or Youtube)
- Surveys, polls, and quizzes
- Registration: Either you register with your email and your name/surname or sometimes you can just enter from the link of the webinar without registering.

Webinars help presenters interact with their audiences using various elements such as chats, surveys, polls, quizzes, and questionnaires. Attendees can also share the webinar event using social media sites for others to join. It is given that if you show up late to a seminar, you miss a portion of it. But there are different types of webinars, some of which help mitigate this issue.

How to create and host a webinar?

Webinars can be done live or recorded like any other video content. A lot of organizations tend to prefer recording due to the ease of editing and time management.

Live webinars are great for getting people involved in the conversation without imposing an order of questions. Recorded webinars tend to be more informative than interactive, which can hinder user engagement. The choice between live or recorded depends on what is best for each organization's goals.

Step by step...

1. Prepare your environment for the date, time.
2. A lot of people are participating in the webinar, so it is important to ensure that everyone who registered can connect to the platform on which you are hosting.
3. The host of the webinar should be knowledgeable about everything related to the topic and should have an understanding of the event date, time.
4. The host will introduce the topic and give a preview of everything that is going to be covered during the webinar.
5. For a live webinar it's important to create an environment with a good audio quality for both the presenter and attendees.
6. For recording webinars, it's likely that there will be more than one presenter with their own agenda of topics they plan to cover during the webinar.
7. Before closing date, time for your webinar; you host should summarize everything that was covered during the event.
8. The host should answer any questions in the Q&A section of your webinar.

Tips & tricks for making a successful webinar

LENGTH

Most webinars last around 60 to 120 minutes. This usually takes people out of their comfort zone and helps you achieve your desired level of engagement.

SCHEDULE

The date, time and date of your webinar need to be announced in advance so that people can plan accordingly.

RECORDING

You need to decide on the date, time and date each platform works best for you. Webinars can be hosted on websites like GoToWebinar, Zoom, Microsoft Teams, Google Meet, Adobe Connect and more.

PLATFORM

If you would like to upload the date, time and date on YouTube or your website then you need to record the date, time and date. This is done by using a screencasting software like Camtasia (which records your date, time and date).

PROMOTION

You can share the date, time and date with your community ahead of time via email or social media. If you want to take things to the next level then you can also run ads for date, time and date that lead people into a landing page where they would need to sign up to date, time and date.

Best Webinar hosting platforms

Webinars are really important for organizations, especially now in the wake of COVID-19 outburst. We understand the headaches of finding the best possible platform for your online webinar and that is why we have decided to help you, here we are going to provide you with the best webinar hosting platform analysis for your convenience, using this that you can easily pick the one that fits your needs the best.

Zoom

While there's no webinar automation available with Zoom, you do get a reliable system for an incredibly modest price tag if all you need is live webinar hosting. Low prices come at a cost, though, and there's very little in the way of webinar marketing features with Zoom.

Zoom features:

- Interactive: Up to 100 interactive video participants for webinars with large panels of speakers.
- Integration: Broadcast your webinars to Facebook Live and YouTube.
- Controls: Mute/unmute speakers for full control over participants.
- Interactive: Polls, Q&As and live chat for engaging viewers.
- Closed captioning: Provide text captions for hard-of-hearing audiences or people using devices on mute.

Livestorm

Livestorm is one of the few webinar platforms that go beyond being a marketing tool. While it still offers all of the marketing features you'd expect (automation sequences, automatic replays etc), Livestorm has a lot more to offer.

Livestorm features:

- Automated webinars: Schedule webinar to replay at set times throughout the day – e.g.: every hour.
- On demand Webinars: Tells users there's a webinar just about to start, encouraging them to sign up on the spot.
- Live webinars: The typical live webinar format
- Polls: Speak to live attendees in real time & set them tests/polls
- Instant meetings: Livestorm is designed to also replace Zoom/Google Hangout as your company's go-to video meeting software
- Free training: In-depth resources on creating webinars
- Analytics: Insights on the performance of your webinar strategy.

Demio

Demio is one of the best webinar platforms available today. Throughout the pandemic, they've thrived, adapted and kept up with the growing needs of marketing teams being forced online.

While many other platforms are outdated and have failed to keep up with the times, Demio offers a modern and powerful platform.

Demio features:

- "Stay registered" series: Allow people to sign-up once for an ongoing series of webinars.
- Private chat: Users have the option to send private messages to event coordinators or public messaging visible to everyone.
- Branded registration page: To keep things consistent with your brand.
- Like Live Replays: Automate replays of your webinars to build email lists.
- Analytics: Insights into your webinar performance.

EverWebinar

With EverWebinar, you can schedule and automate your webinars to play at set intervals and the software aims to recreate the live experience for users.

EverWebinar features:

- Automate webinars: Schedule webinar to replay at set times throughout the day – e.g.: every hour.
- Just-In-Time Webinars: Tells users there's a webinar just about to start, encouraging them to sign up on the spot.
- Block night-time viewing: Stops playing your webinar through the night to keep the illusion of live webinars realistic.
- Block dates: Stop your webinar from playing on any desired date or holiday.
- Time zone auto-detection: Automatically sets your webinar plays to different time zones so you only have to schedule things once.
- Free training: In-depth resources on creating webinars and using EverWebinar.
- Integration: EverWebinar is designed to build email leads and integrates with email ActiveCampaign, GetResponse, MailChimp and other email marketing platforms.
- Analytics: Insights on the performance of your webinar strategy.

ClickMeeting:

ClickMeeting is another dedicated webinar tool and it pretty much offers all the features you would expect at this stage. The only major thing lacking is the automated relay feature, once again – but you can record webinars and download them for sharing.

ClickMeeting features:

- Subaccounts: Assign webinar duties to different individuals in your team.
- Customisation: Customised invitations, branded webinars and "waiting rooms".
- Recordings: Record your webinars, download and share with whoever you want.
- Engagement: Engage viewers with dynamic presentations, interactive whiteboard, videos and live chat.
- Analytics: Reports and analytics on your webinar attendance rates and other metrics.

Ways to promote a webinar

1. TEASER VIDEO

Record a video (up to 2 minutes) clarifying all about your webinar. It is important that every presenter contributes to it. When you finish editing it, upload it. In the organization's YouTube account.

2. NEWSLETTER

Creative headlines: it's what gets the reader's attention to open the email.

Good timing: Schedule it to be send in regular intervals, on a day and hour that is relevant for your target audience.

Strong call to action: Every newsletter should have a desired action to be performed by the reader.

Uncluttered format: If leads are confused or overwhelmed by the formatting, they are more likely to unsubscribe or be disengaged with the newsletter.

Mobile responsiveness: More people are using mobile devices to check email and shop online. Companies need to make sure their newsletters are optimized for tablets and smartphones for the best results.

Unsubscribe: Businesses want to keep leads as happy as possible, even if that means losing their subscription to a newsletter. Furthermore, opt-in forms must be visible for potential customers to sign up.

Incentives: Rewards will not only attract consumers to opt into newsletter marketing, but to make a purchase.

Terms and Conditions: Leads will want to know what their personal information is being used for when they sign up for a newsletter. Include a link to your privacy policy so they can be reassured that their data won't be shared

3. SOCIAL MEDIA

If you have large followings, you may see a lot of traction from publishing short, sweet posts with a link to your webinar's landing page.

Twitter – Tweet often about your upcoming webinar and use relevant hashtags (pick a unique hashtag for each of your webinars).

LinkedIn - Post on your own page, the organization page and in other relevant group or organization pages.

Facebook – Schedule promotions on Facebook. Use high-quality imagery, compelling content, and a strong CTA (Call-to-Action).

4. PAID ADS (ADVERTISEMENT)

Another tactic impact has seen great success in promoting its webinars is paid ads on social media. Social Media platforms all offer paid ad options, so it's best to do some research and figure out where your personas get their information the most. They also offer comprehensive ad platforms with detailed targeting abilities to help you reach new people or even retarget past visitors who have shown interest in the subject matter.

5. E-MAIL WORKFLOW

Getting an effective email workflow down takes some testing. Establish a baseline strategy for promoting webinars. Here's a week based schedule you should try:

- **2 Weeks Before: The Initial Invite**

- This email should tell them what it's about, when it is, and give them an easy way to register.

- 1 Week Before: The Reminder

- This email can be broken up into two separate emails

- 1) people who clicked on your last email but did not register

- 2) people who did not click on your last email at all.

- Both emails should remind the recipient of the webinar.

- 1 Day Before: The Second Reminder (optional)

- This email may be a little much for some contact databases (after 2 emails, the contact has probably made up their mind), but it's always worth testing if you think it has a chance.

- 1-2 Days After: The Thank You Email

- This may be the most important email in the workflow. Break this email up into two separate emails:

Registrants: Send your registrants (even if they didn't attend) the recording of your webinar. They should not have to fill out a form to access this since they already did this when they registered. Include some social share links, and ask them to share it with their co-workers & friends, who would also be interested.

Non-Registrants: Send the people who didn't register a chance to still view the recorded version. If they couldn't make the webinar that day or never got around to registering, this gives them the option to watch it at their own leisure.

6. SAVE THE DATE ANNOUNCEMENT

Include the pertinent information about time, place, and format, as well as bulleting what people can expect to learn or engage with throughout the event.

7. USE EXIT-INTENT POPUPS

An exit-intent is a bit more intrusive - but again, also proven to increase lead generation. I don't suggest putting this on every page of your website, but instead, having this on your blog is a great place to test it. An exit-intent pops up (usually) when someone hovers their mouse outside of the website page, including a different browser tab or the X in their browser window. This action causes them to stop for a few seconds and quickly read about your offer. You're giving them another chance to convert.

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