

A HOW-TO EBOOK FOR MARKETERS FROM TWIRLING TIGER MEDIA



explore.

learn.

create:

# WEBI- NARS



explore.  
learn.  
create:



The webinar world is expanding, providing more opportunities to showcase your products, services and expertise but also additional competition for live participants and on-demand viewers.

“Explore. Learn. Create: Webinars” provides best practices from seasoned moderators and speakers to ensure your webinar goes as planned and receives rave reviews once it’s done.

So what do you need to engage your target audience and fill pipelines with warm to hot leads? First, pick a topic with wide appeal and then convince busy subject matter experts to join your panel.

We’ll walk you through the do’s and don’ts to make sure your webinar lives up to expectations ... for everyone.

# pre-webinar | speakers



**DO** meet in a conference call about a week out with all of your speakers to review topics, bios, preset questions and any schedule or health concerns (like someone coming down with a bad cold). This is your opportunity to make sure speakers are sticking to the topic and time allotted.

**DO** go over “guardrails”—topics to avoid, particularly if it’s a vendor speaking. The focus should be on high-value takeaways, with minimum, if any, sales pitching.

**DON'T** hold this conference call on the eve of the event. That one should be for training on the technology being used and to do a “dress rehearsal” if need be. All presentation slides should be preloaded by now. This is also an opportunity to make sure the presentation aligns with the webinar description.

**DO** send an email following the week-out conference call to restate action items and again confirm what each speaker will discuss, as well as links and phone or messaging contacts in case there are technical difficulties. The day before the webinar, send another email letting everyone know the number of preregistrants and a list of two or three seed questions to be prepared to answer.

**DON'T** send a lot of emails if someone is radio silent. Instead call and track down that person to ensure he or she is still available and understands the ground rules. They may be incommunicado for a good reason.

## BEST DAYS TO HOST A WEBINAR

Tuesday\* is  
the big winner,  
followed by  
Wednesday  
and Thursday\*\*

\*Source \*\*Source

# day of webinar | moderator



**DO** practice reciting your brief introduction and housekeeping items shortly before going live. Reading from written statements is fine ... just be sure to keep sheets of paper far from the mic so no one hears them rustling. And infuse a little personality as you speak so it doesn't sound overly rehearsed.

**DON'T** hog the opening. After welcoming the audience, introduce each speaker by name and ask that person to give a brief bio to establish voice recognition.

**DO** keep cough drops or a drink nearby in case your mouth goes dry.

**DON'T** chug liquids or sniffle with a live mic nearby. Also stay on mute when you aren't talking.

**DO** make sure you pronounce everyone's name correctly. Nerves have a way of twisting letters or creating cotton mouth.

**DON'T** interrupt a speaker once he or she starts unless there's an issue in which you need to address them on behalf of listeners (like, can you turn up the volume or repeat something that came out garbled ... or subtly take back control of the conversation).

**DO** call out a speaker by name when you're asking a question.

**DO** use a landline phone if you can. The connection tends to be clearer and more dependable than cell or IP phones.

## ADD EXCITEMENT

**32%**  
of attendees  
said they felt  
the most  
engaged when  
the webinar  
host was  
**passionate  
and energetic.**

Source

# day of webinar | moderator

## WEBINARS TIMED RIGHT

### IDEAL OVERALL LENGTH

**30-45  
MINUTES\***

Some sources claim webinars can easily run upwards of an hour, but retention will likely suffer beyond this sweet spot.

### READY, SET, GO

**30-60  
SECONDS**

Allow time for latecomers to join, but don't delay your welcome beyond 60 seconds or people will think the webinar isn't happening and will hang up.

### YAWN

**18  
MINUTES**

Use the TED Talk time model: Limit one speaker's air time to 18 minutes at most and then hand the mic over to a fresh voice.

**DON'T** moderate in a noisy room. It should be carpeted and small enough so there's no hollowness (a large clothes closet is better acoustically if you are in a pinch).

**DO** pay attention to both the presentation and questions coming in from the audience. There should be a mechanism to flag audience questions to ask later.

**DON'T** panic if you don't get quality audience questions. If you've done the pre-conference call correctly, you should have about three questions at the ready and be able to come up with another two or three after listening to the presentations.

**DO** restate main points if there's time and remind audiences of where they can gather more information.

**DO** always thank your guests, sponsor and attendees for their time.

\*Source



# day of webinar | speaker



**DO** make it to all pre-conference meetings so you are familiar with the technology and the other speakers.

**DON'T** wait until 15 minutes before your turn to join the call unless that's the plan. Your lack of preparation will show. It also goes without saying: Be familiar with your slides so you don't stumble upon finding an unfamiliar one.

**DO** allow the moderator to manage audience questions so you fully focus on presenting.

**DO** use a landline phone if you can and turn off your computer audio so the audience doesn't hear any extraneous "dings."

**DON'T** call from a noisy place. You may be able to tune out ambient noise, but the audience won't. Goes without saying, never call while on the road.

## STAY FOCUSED

### DON'T

get distracted by all the activity happening off-screen when you're in presentation mode.

# pre- and post-webinar | marketers

## DATA COLLECTION

### DO

explain during registration how someone's information will be used.

### DON'T

say the data will not be shared with third parties if you might do so later.

### DON'T

"spam" by contacting registrants with other offers or unrelated mailings unless they opted in. And be sure your approach and data collection are GDPR-compliant.

## BUILD VALUE

### DO

include relevant blog posts or previous ebooks or webinars that cover similar topics when sending emails to remind attendees of the upcoming webinar's topic, date and time.

**DO** have a clever title and description that includes keywords for those searching for specific topics on a chosen webinar platform.

**DON'T** mislead with a title that is crafty and SEO-friendly but misses the mark in terms of content.

**DO** begin promoting the webinar at least six weeks in advance so it can get on calendars. Also have a mechanism in place to auto-populate registrants' online calendars.

**DO** send registrants two reminder emails about your upcoming webinar—two weeks in advance and one week in advance. Also, send last-minute reminder emails—one on the day before the webinar and one on the day of the webinar.

**DO** make sure the webinar is recorded and available on demand, but play up the benefits of attending the live event, such as asking questions and receiving exclusive content post-event. Many speakers will answer all questions offline and then send to attendees in an email, which also provides registrants a chance to engage one-on-one with guests.

**DON'T** wait more than 48 hours to put up the recorded version—audience members may want to listen again or recommend others watch while it's fresh in their minds.

**DO** use the post-webinar email to thank participants, send a link to the recorded version and recommend previous web events or online resources either mentioned in the presentation or on the same topic.

# about us



## CONTENT CREATION SERVICES FOR MARKETERS

Creative collaborators with one goal: provide you with powerful narratives and imagery that draw people to your brand. Here's what our award-winning team creates for all industries:

ARTICLES • BLOG POSTS • CASE STUDIES • EBOOKS  
MAGAZINES • MEDIA ANNOUNCEMENTS  
NEWSLETTERS • PODCASTS • SOCIAL MEDIA  
SUCCESS STORIES • VIDEO • WEB CONTENT  
WEBINARS • WHITE PAPERS • AND MORE!

### THREE WAYS TO LEARN MORE FROM TWIRLING TIGER MEDIA

#### READ OUR BLOG >

Get tips from reading how Twirling Tigers think, work and play.

#### USE OUR KNOWLEDGE CENTER >

Learn how to improve your craft and better position your organization's thought leadership for stronger audience engagement.

#### SIGN UP FOR "REWORD" >

Sign up for our monthly e-newsletter, *Reward*, featuring exclusive content geared for anyone who wants to be more productive, creative and competent.

### Let's start a new project together!

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TIGER®** media  
*creators of content you  
can sink your teeth into*