

Creating a Great Webinar

Course Overview

This course will introduce students to creating a great webinar, including what a webinar can do, successful webinar criteria, finding the right format, marketing and social media, leading up to your webinar, DriveUp registration, presentation tips, interacting with your audience, mistakes to avoid, and post event.

<u>Module 01 - Getting Started with PowerPoint</u>	1m
Getting Started	
Workshop Objectives	
<u>Module 02 - What Can a Webinar Do?</u>	4m
What Can a Webinar Do?	
Marketing to Prospective Customers	
Training or Teaching	
Demonstrations and Presentations	
Information Sharing	
Case Study	
<u>Module 03 - Successful Webinar Criteria</u>	3m
Successful Webinar Criteria	
Value	
Knowing Your Target Audience	
Grab and Keep Attention	
Case Study	
<u>Module 04 - Find the Right Format</u>	3m
Find the Right Format	
Tailor It to Your Audience	
Pre-Recorded	
The Live Webinar	
Two Person Team	
Case Study	
<u>Module 05 - Marketing and Social Media</u>	5m
Marketing and Social Media	
Blog Posts and White Papers	
Email Marketing	
Offer An Exclusive Deal	
Hashtags	
Case Study	

<u>Module 06 - Leading up to Your Webinar</u>	4m
Leading up to Your Webinar	
Reminder Emails	
Practice and Rehearse	
Test Your Technology	
Insert Solicited Questions	
Case Study	
<u>Module 07 - DriveUp Registration</u>	4m
DriveUp Registration	
Avoid Spam Filter	
A Great Title	
Solicit Questions	
The Registration Page	
Case Study	
<u>Module 08 - Presentation Tips</u>	4m
Presentation Tips	
Show, Don't Tell	
Sharing Your Desktop	
Strong Visuals	
Script It	
Case Study	
<u>Module 09 - Interacting with Your Audience</u>	4m
Interacting with Your Audience	
Polling and Surveys	
Answer Solicited Questions	
Activities	
Q&A Sessions	
Case Study	
<u>Module 10 - Mistakes to Avoid</u>	4m
Mistakes to Avoid	
Technical Issues	
Ignoring Your Audience	
Audience Not Participating?	
Timing	
Case Study	
<u>Module 11 - Post Event</u>	3m
Post Event	
Contact No Shows	
Follow Up Emails	
Call to Action	
Make It Easy to Share	
Case Study	

Total Duration: 38m