



Webinar<sup>™</sup>  
Experts

# WEBINAR BEST PRACTICES

MAY 2021

# WEBINAR TITLE BEST PRACTICE

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Webinar titles should follow a specific format to have the most impact. Depending on the situation, this format can take different forms:

1

## **Benefit - Challenge – Product – Action**

*le: “Learn to react quickly in a crisis with WebinarExperts’s product X. Register now.”*

2

## **Challenge – Benefit – Action**

*le: Webinar Management – Resolve issues before they impact your business. Register now”*

3

## **Name – Benefit – Action**

*le: “Famous Speaker shares their expertise on proactive webinar management. Register now.”*

The first part of the title should never be wasted, as this is the most visible/read part of the title (and often subject line). An example of a wasted first part of a title or subject line would be: “Join us for interesting and engaging insights from industry expert “SpeakerName” on webinar Management”. Note: the name of a speaker should only be used in titles and subject lines, if they are well-known in the industry and can create an incentive to attend.

# WEBINAR ABSTRACT BEST PRACTICE



A webinar abstract should contain two paragraphs, followed by 3-4 key bullet points.

## Paragraph 1

Set the scene by covering an industry/topic specific situation

## Paragraph 2

Cover webinar content and how it relates to the info in Paragraph 1

## Bullet Points

Feature key points & take homes (i.e. "What you will learn in this webinar")

Research shows that 45% of organisations react too slowly in times of a webinar crisis. Companies that are too slow to react see a prolonged communications impact, with an average time to resolve the crisis of 3 months, compared to only 4 weeks for companies who can react immediately.

In this webinar, *Speaker X* will outline webinar communications strategies and best practices to put your organisation on immediate alert should a webinar happen. Using WebinarExpert's *SolutionX*, we will demonstrate the 7 key steps to prepare your webinar response plan and implement a webinar Communications Readiness approach.

In this webinar, you will learn:

- Why preparing for a webinar is important (including industry metrics)
- The 7 key steps to prepare a webinar communications readiness strategy
- How to engage internal stakeholders for a fast webinar response

# WEBINAR EMAIL BEST PRACTICE

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**Number & Timings:** We recommend sending two to three promotional emails to promote a webinar, depending on how heavily your database (and the particular segment) is being utilised for emails. The promo emails should be sent in the weeks immediately preceding the live day, with the final email being sent on the day before or day of the live webinar. This last email is very impactful, as the audience will likely know if they are available and there is not long to wait to get access to the information (leading to high conversion rates to attendance from these emails). Emails that are scheduled too far in advance (3+ weeks) can lead to lower conversion to attendance, as other priorities may come up for the audience, or they forget why they registered in the first place.

**Best Days / Time:** The best days to send emails are Tuesday, Wednesday and Thursday and we usually recommend to schedule them for 8am in your audience's time zone. This way the email will be near the top of the recipients' inbox when they start their working day.

**Best Style & Content:** HTML and Text-only emails both work well. When using HTML emails, avoid large graphics at the top of the email, which means readers have to scroll down to get to salient information. If the webinar abstract is well written, there is no reason not to use it 'as is' for the email copy. Text-only (non-HTML) emails can/should be used when the email is being sent from a person (instead of it being send in the company's name). This makes it look more personal. All emails should contain the link to the registration page and a call to action (e.g., "Register Now", "Register today", "Secure your place" etc.)

# WEBINAR EMAIL BEST PRACTICE

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**Best Subject Lines:** A well worded title (see “Title best practices”) can also be used as the subject line of the first email. Anyone with an interest in the title should progress to open the email. The second/third email should contain “[Webinar]” in front of the title to indicate that the email promotes a webinar. This will appeal to those with an interest in attending webinars. If the promotional email is timed to be sent on the day before or the day of the webinar, it should show “[Tomorrow’s Webinar]” or “[Today’s Webinar]” at the start of the webinar, in order to create a sense of urgency

**Reminder emails:** A reminder email should be sent to all registrants 24 hours and then 15minutes before the webinar’s live time. The webinar platform can send these emails.

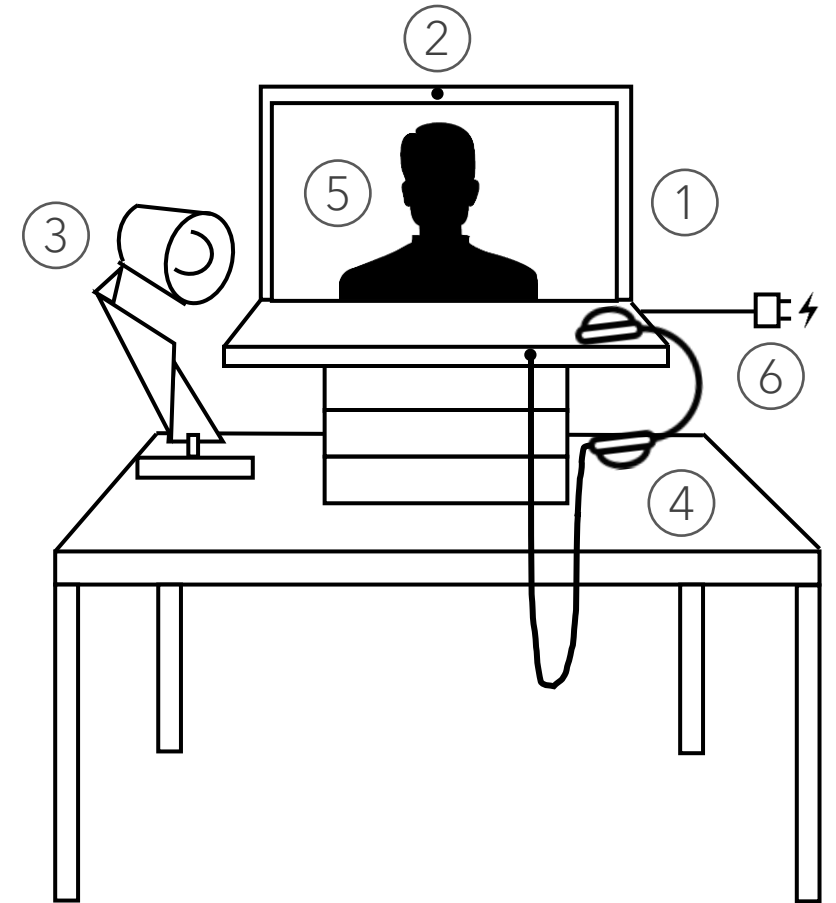
**Follow-up emails:** The webinar platform should send a “Thank you for attending” and a “Sorry we missed you” email, with both containing a link to the on-demand version of the webinar. This increases the on-demand consumption of your content and secures additional attendance.

# TECH BEST PRACTICE

Here's some handy tips to help you make a great impression on camera... Even if you are working from your dining room!

1. Ensure your **camera is set to eye level**. If you are using a laptop, raise it on books rather than tilting the screen.
2. When you are presenting or speaking to the audience **look at the camera**
3. Please **ensure you are well lit** from all sides. Ideally sit facing a window and use as much natural light as possible. Alternatively, place a desk lamp behind the camera pointing towards you to illuminate your face.
4. Please use a **wired headset and microphone**. This will ensure the best possible quality and avoid unnecessary issues.
5. Aim to **align yourself centrally in the frame** ensuring your shoulders are visible while allowing a little space above your head.
6. Make sure your Computer / Device is **mains powered(!)** to avoid interruption.

**NB:** Over 90% of technical issues on live webinars are caused by poor audio due to wireless devices. Please use wired microphones & headphones.



# Webinar<sup>TM</sup> Experts

## **CONTACT**

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