

Top Five **Webinar Best Practices**

The Five Most Important Things To Consider When

Designing a Successful Webinar

Passionate & Relevant Content

- Use interesting and relevant content.
- Be passionate and exciting.
- Effective headlines and webinar titles are extremely important.

Relevant Content

38%

Energetic Host

Slides Visuals

Features



15%





Enhance Customer Experience

Opportunity to

78% Agree **Engaging Speaker**

67% Agree Relevant Content

DM Vaccines Webinar

32%

Attendee Conversion Rate

- Multiple webinars from which to choose.
- Webinar time that meets attendees needs.
- Optimizing invitation delivery.

Average Conversion Rate Average Commitment Time

35-45%

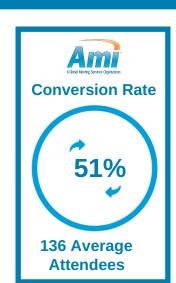


Webinars Per Week

Average # Attendees



148



Average Viewing Time

- Deliver engaging content to increase viewing time.
- Incorporate viewer interactivity.
- Engage audience with real-time polling and

Polling



Survey



Standard





Live Q&A Session

- Always include a live Q&A session after each webinar.
- Allow for a minimum of 10 minutes.
- Have a few canned questions planned and ready to go.

Live Q&A?



Yes, Absolutely!

10 - 15 Minutes

92% Of Attendees Want Live Q&A



On-Demand Webinar

- Growing On-Demand culture expects convenient viewing options.
- Archive quickly and provide a one-click registration. Encourage your live attendees to share.

AmericanMeetings.com



Of Attendees

View On-Demand Webinars AFTER registration was closed

Average Minutes **Average Viewing Time**



Ami