

# Top Five Webinar Best Practices

## The Five Most Important Things To Consider When Designing a Successful Webinar

### 1 Passionate & Relevant Content

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

Opportunity to Enhance Customer Experience

78% Agree Engaging Speaker  
67% Agree Relevant Content  
DM Vaccines Webinar

Relevant Content

Energetic Host

Slides Visuals

Features



38%



32%



15%



15%

← Percentage of Attendees Agree

### 2 Attendee Conversion Rate

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

Average Conversion Rate



35-45%

Average Commitment Time



Webinars Per Week

Average # Attendees



148

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Conversion Rate



136 Average Attendees

### 3 Average Viewing Time

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

Standard



Average 55 Minutes



Average 31 Minutes

Based on a 60-Minute Webinar

Polling



Survey



### 4 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!



Allow 10 - 15 Minutes

92%

Of Attendees Want Live Q&A

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95%

Of Webinars Include Live Q&A

12 Questions Average per Event

### 5 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.



28% Of Attendees

View On-Demand Webinars AFTER registration was closed



Average 42 Minutes

Average Viewing Time

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48%

Of Webinars Available On-demand

