

















Tips for Hosting Webinars

From a **technology and marketing** perspective:

PLANNING AND SET UP		Plan a webinar schedule for the year/six months: Schedule a regular series of webinars in advance to keep your audience engaged and build brand awareness.
		Use an appropriate and user-friendly platform: Consider Zoom for a reliable and easy webinar experience or Google Meet.
		Schedule a suitable day and time for your location: Consider the time zones of your target audience and when they are likely to be able to attend. Stick to the typical length of 60-90 minutes and avoid going over the allotted duration.
		Have a registration process for the webinar: This allows you to capture potential leads for membership and collaborations. For data privacy purposes, ensure you ask a question that allows participants to agree to be added to a mailing list.
PRE-EVENT MARKETING		Create visually appealing promotional materials for the webinar: Ensure they include the topic, date and time, and speakers' details.
		Leverage social media for promotion: Share your webinar on social media using a hashtag to generate interest. Also, tag the speakers and their organisations to increase visibility on social media.
		Use a catchy/interesting/informative title: You will attract more attendees with a compelling or controversial webinar title.
		Advertise heavily in the two to three weeks prior to the webinar: This is a sweet spot to help ensure diary availability without the risk of people forgetting they have signed up!
		Send reminders to participants: Send timely reminders to participants a day before and an hour or two before the webinar.
TECHNICAL ASPECTS		Have a dry-run of the webinar with speakers/panellists: This ensures a smooth delivery.
		Set participants to join on mute: Avoid disruptions by having participants join with their audio muted.
		Ensure good audio and visual quality: Check that speakers and panellists have a stable internet connection, are in a quiet environment with good audio, and have their cameras on.
		Have the moderator and panellists join early: Give ample time for audio/visual checks and a final rehearsal.
POST-EVENT		Record the webinar for later: This will allow those who were unable to attend the live to view the webinar. You can also add it to your website or YouTube channel so others can view and see your activity.
		Share the recording on social media and email: Promote the recording through social media and send it via email to all registered participants.
		Keep a list of attendance: Maintain a record of attendance and sign-up to attendance ratio to evaluate the success of your webinars.

Tips for Hosting Webinars

Structuring and running a webinar:

1

Define your objectives

- Select a **topic that you know well** and that will be interesting to your target audience.

2

Plan the content flow

- Create a **well-organised outline or script** for your webinar.
- Structure it into **clear sections**, such as an introduction, agenda, main presentation, interactive segments, and a conclusion.
- Ensure a **logical flow and a balance** between information sharing and audience engagement.

3

Plan the format

- Will you have **presentations** only or a **panel discussion** or both?
- What **timings** will you follow?

4

Plan the speakers/panel

- Invite **credible industry experts** to speak at the webinar, as they will help bring a larger audience to the session and add credibility.
- Engage with panel/speaker(s) to ensure they are comfortable and primed to deliver based on expectations.

5

Engage the audience

- Incorporate **interactive elements** throughout the webinar to keep your audience engaged. This can include live polls and Q&A sessions.
- Provide input to foster interaction and make the webinar more dynamic.

6

Visual aids and slides

- Have **visually appealing and branded slides** and visual aids to support presentations.
- Ensure that any **slides are clean and uncluttered**, with key points or visuals that enhance understanding and engagement.
- Use or encourage speakers to use images, graphs, and bullet points to convey information effectively.

7

Moderate effectively

- Have an **experienced and confident moderator** to ensure the webinar runs smoothly.
- The moderator's role is to introduce the panel/speaker(s), manage time, facilitate interactive segments, and moderate the Q&A sessions.
- Moderators need to maintain a professional and welcoming tone, address any technical issues promptly, and keep the conversation focused and on track.

8

Provide valuable takeaways

- Offer **valuable content and actionable takeaways** for your audience. Share practical tips, insights, or resources audience members can use or refer to after the webinar.
- The moderator should provide a short summary or key points at the end of the session.

9

Follow-up and evaluation

- After the webinar, follow up with participants by sharing **additional resources or a recording** of the webinar.
- **Gather feedback** through surveys or evaluations to understand what worked well and areas for improvement. Use this feedback to refine future webinars.