



The Insider's Guide  
to Webinars

# TRAINER'S EDITION

 **GoToWebinar**  
by LogMeIn®



# What's Inside

## Intro

Why Webinars?

## 01

When to Use Webinars

## 02

Planning Makes Perfect

## 03

Delivering an Engaging Webinar

## 04

Running the Perfect Webinar

## 05

Measuring Success

## 06

Drive Ongoing Value



# Why Webinars?

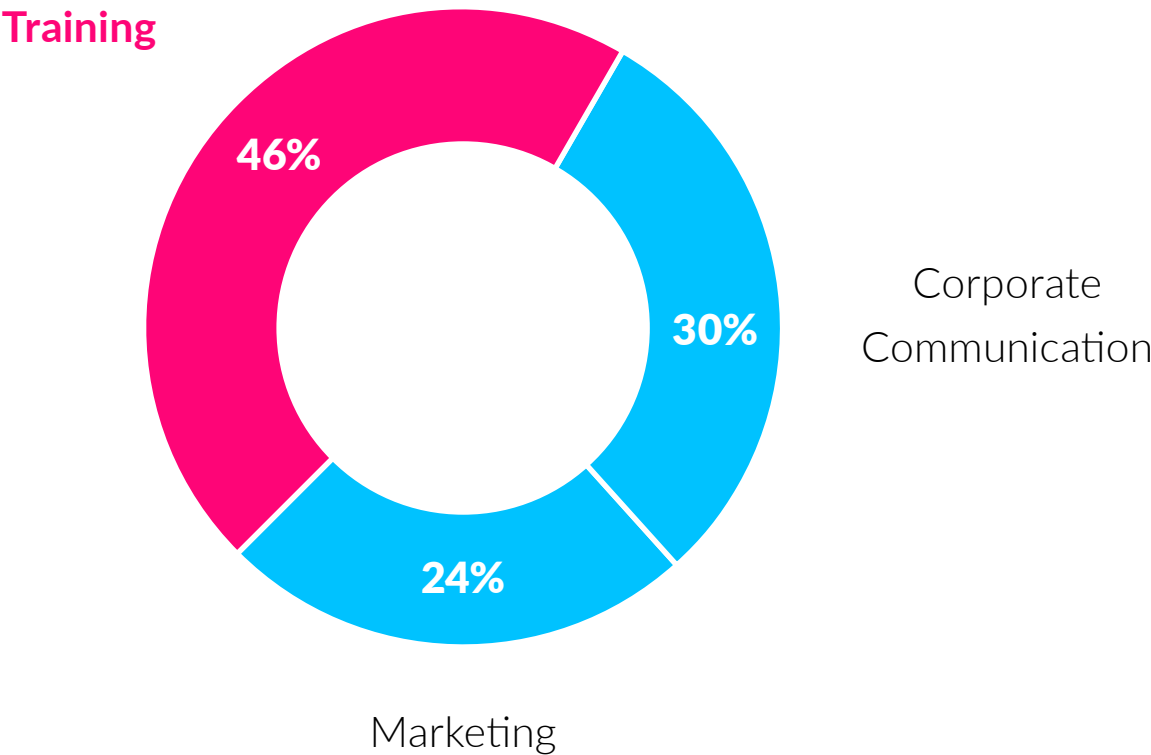


# WHY WEBINARS?

Today there are so many ways to digitally interact that it can be tough for businesses to actually break through and connect with their audiences. That’s why so many organizations are turning to webinars. By providing a unique space for businesses and their audiences to engage in dynamic conversations, webinars pave the way for personal interactions at scale.

Webinars are extremely versatile and support a number of business initiatives and goals. In fact, our analysis of 250,000 webinars reveals that training tops the list of webinar use cases, followed by corporate communications and marketing.

What are the top webinar use cases?





# When to Use Webinars





# Customer Onboarding and Training

Webinars facilitate customer onboarding, training and product adoption. Webinars let you easily and cost-effectively create learning experiences that are practically as good as an in-person event, and that matters because the quality of the experience can dictate whether your customers become loyal advocates. In other words, online training can contribute to your company's long-term success and profitability.

- ✓ Use webinars for your customer onboarding and training if you want to:
- ✓ Drive engagement with tools that encourage interaction
- ✓ Eliminate the need to repeat the same training over and over
- ✓ Create a valuable library of training sessions
- ✓ Save money and host a customer conference virtually
- ✓ Easily invite people to your training – and make it easy to attend
- ✓ Increase knowledge retention

You can use webinars for all types of employee training, including career development, specialized training for specific roles or departments and general all-employee training. By delivering high-quality training that

# Employee Training and Development

engages people, you equip your employees with the skills to become productive members of your team and prepare those with leadership potential for their next big opportunity. That pays off for your talent and your company.

Webinars are the right way to train and develop your talent if you want to:

- ✓ Cost-effectively train geographically dispersed employees
- ✓ Provide remote access to subject matter experts
- ✓ Test learning retention for required training or verify attendance
- ✓ Empower employees to learn at their own pace and convenience
- ✓ Enhance existing training and L&D programs with the flexibility of the webinar format



# Planning Makes Perfect





Pulling off an effective webinar is a matter of orchestrating many moving parts to work in perfect harmony. Sometime trainers have a team of people that can help, but sometimes they have to manage everything, including the promotion, content creation and performance evaluation. In fact, **over 45% of training professionals are responsible for all aspects of the training process.**<sup>2</sup>

But creating effective training webinars doesn't have to be overwhelming. We've outlined each step of the planning process and included a simple planning schedule to help keep you on track.

1. Nail the Event Basics

**1. When will the event take place?** To create a project plan for your webinar, you need to know the date you're aiming to hit. By answering the questions that follow, you can also verify that the target date is realistic.

**2. Who is the audience for the webinar?** Are you training one customer? A single department or team in one location? A distributed audience spanning regions and roles? Understanding your audience is key to creating relevant content and ensuring an effective delivery plan.

3. How does the webinar align with other organizational priorities?

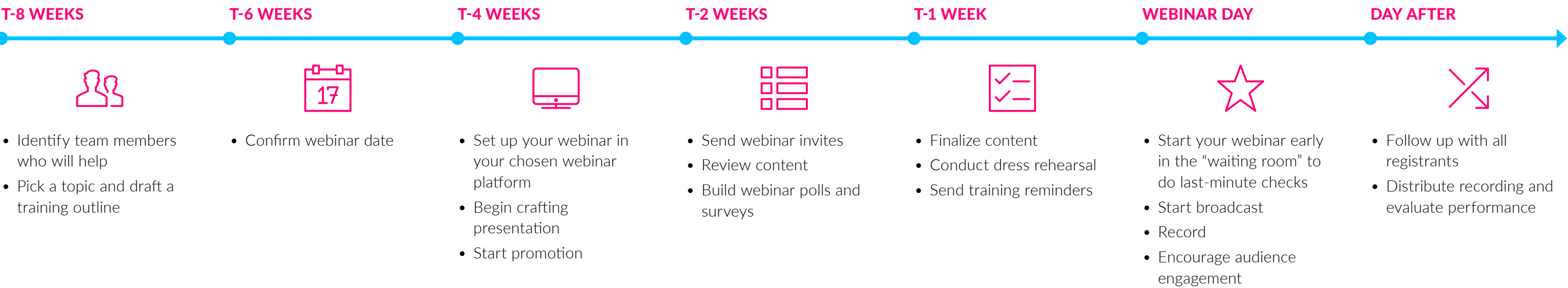
In many cases, training is one element in a larger initiative. For instance, your company may be adopting new software to run a critical company-wide process, or maybe they've redefined sales territories. Understanding where your training fits helps you deliver the training at the appropriate time and in the relevant context. It also helps you plan your outreach accordingly so you avoid inundating and overwhelming your audience and instead capture their attention and interest.

**4. What's your delivery plan?** Blended learning is a hot training topic for good reason: Everyone digests information differently, so it's ideal to offer training in more than one format. Virtual instructor-led training (like a webinar) is a strong way to augment in-person training. Knowing how you'll pair your webinar with in-person training will help you figure out the most effective plan for cascading critical information to your audience ahead of live workshops.

**5. How will you measure success?** Your company will want assurance that your trainings are worth the investment. Based on your webinar goals, decide how you will determine the effectiveness of your training. More on measuring success in Chapter 5.



Webinar Planning Schedule



Now that you’ve taken care of the basics, it’s time to pull together the essential elements.

2. Get Set Up With the Right Equipment

The right equipment can mean the difference between a so-so webinar and a webinar that sings.

The Right Webinar Space

If you'll be hosting internal webinars regularly and space is not an issue, dedicate a room to them. The right webinar room has:

- Good acoustics – It's quiet and doesn't echo.
- Attractive background – Find a colorful wall, cool background decor or background screen for when you're on the webcam.
- Flattering lighting – Use bright, soft lighting so you look great on camera.
- Comfortable setup – Grab a cushy chair or standing desk to keep you going strong.

If you don't have the space for a dedicated webinar room, don't worry! At GoToWebinar, we put all our webinar equipment on a portable cart that

we move to an available conference room. Whatever you choose as your portable cart, make sure it can hold all your webinar equipment and is easy to move.

Whether you're outfitting a room or a webinar cart, here's the equipment you'll need:

Microphone

Poor audio quality is distracting, so you want a good microphone that allows your attendees to hear you clearly. You'll find a wide range of prices for microphones, but expect to spend anywhere from \$30 to \$200 for a decent one. You might be tempted to use lavalier mics (aka clip mics), but we wouldn't recommend them because they tend to pick up noise when the speaker moves.

Microphone Boom Arm (optional)

If you need flexibility when positioning your microphone, get a boom arm so you can position your mic where it's comfortable for you.



**Webcam**

Invest in a high-quality HD camera so your video will look outstanding on all monitors. Solid webcams cost anywhere from \$45 to \$200, and you can use them for webinars, video conferencing and other streaming needs.

**Lights**

Good lighting reduces shadows and gives you a warm glow. Because most office spaces don't have the best lighting, we suggest investing in a portable light. For a flexible and affordable option, check out [Stellar's Diva Desktop Ringlight](#).

**Earpieces**

Earpieces are incredibly helpful when hosting a webinar because they allow you to privately hear other webinar contributors.

**Green Screen**

A green screen lets you present in front of any background you can imagine. With it, you can add pizzazz to a boring room or immerse your audience in an environment that brings another level of excitement to your webinar. Once you set up a green screen in your room, you can choose from many green screen software options to replace the green screen with any background you prefer.

**Dual Monitors**

To keep things simple, display your slides on one screen and your webinar controls on another.

# Product Recommendations

Here's what we actually use for our own GoToWebinar webinars:

- Microphone: [Rode NT-USB Microphone](#)
- Boom Arm: [Rode PSA1 Studio Boom Arm for Broadcast Microphones](#)
- Webcam: [Logitech BRIO](#)
- Light: [Brightline i-Series](#)
- Earpiece: [Otto Engineering V1-10437 - Single IFB Earphone Kit](#)
- Green Screen: [ChromaWall Retractable Green Screen](#)
- Virtual Background: [SparkoCam Virtual Webcam](#)
- Webinar Cart/  
Standing Desk: [VIVO Mobile Height Adjustable Stand Up Desk with Storage](#)

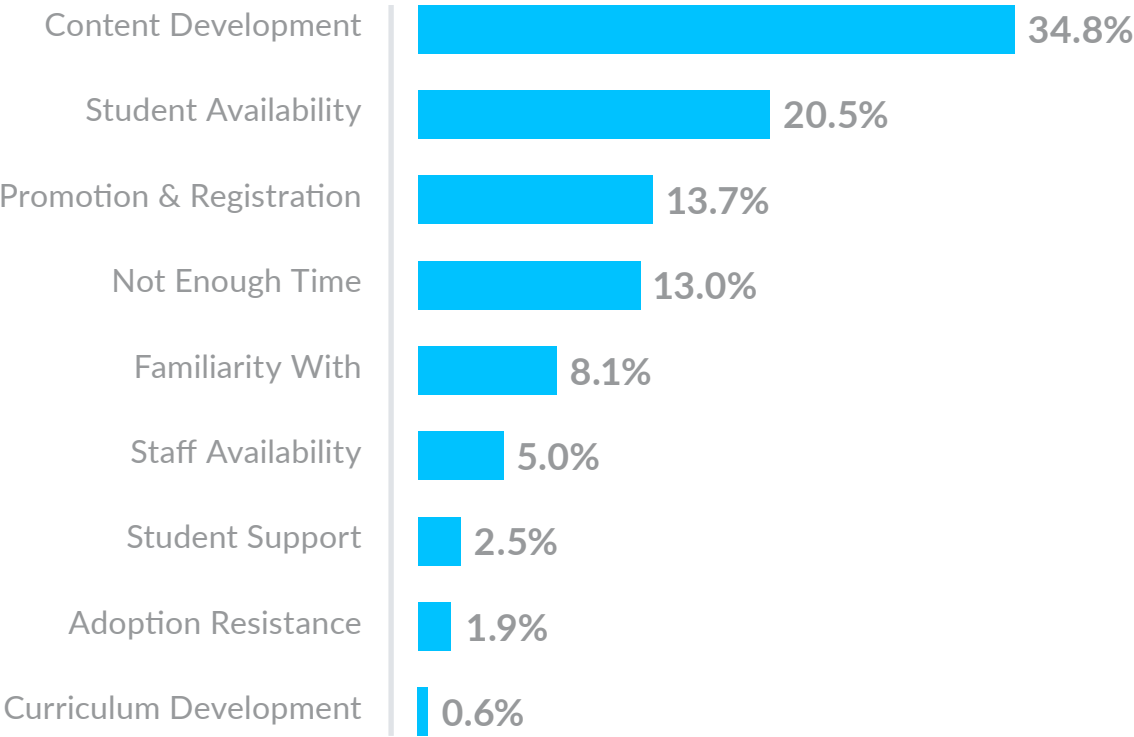




3. Develop Your Content

Trainers list content development as their top challenge. Leave yourself adequate time to prepare and keep in mind these best practices for effective training:

Top Online Training Challenges<sup>3</sup>



**Define the before and after:** Since you’re training employees or customers to do something new or different, you need to understand their current state and where they should be after the training. This will help you figure out precisely what to cover in your training.

**Gear your training to adult learners:** Understand and respect your audience’s experience and knowledge so you can deliver relevant, practical content that they can apply immediately.

**Modularize your presentation:** Break your training materials into logical, memorable chunks to increase absorption and retention.

**Incorporate interactivity:** Add in hands-on exercises, quizzes and other tools and techniques that will get the audience participating and applying the knowledge you are sharing.

**Summarize the takeaways:** Wrap up your presentation with the key points you want your audience to remember, including next steps they should take.



# PLANNING MAKES PERFECT

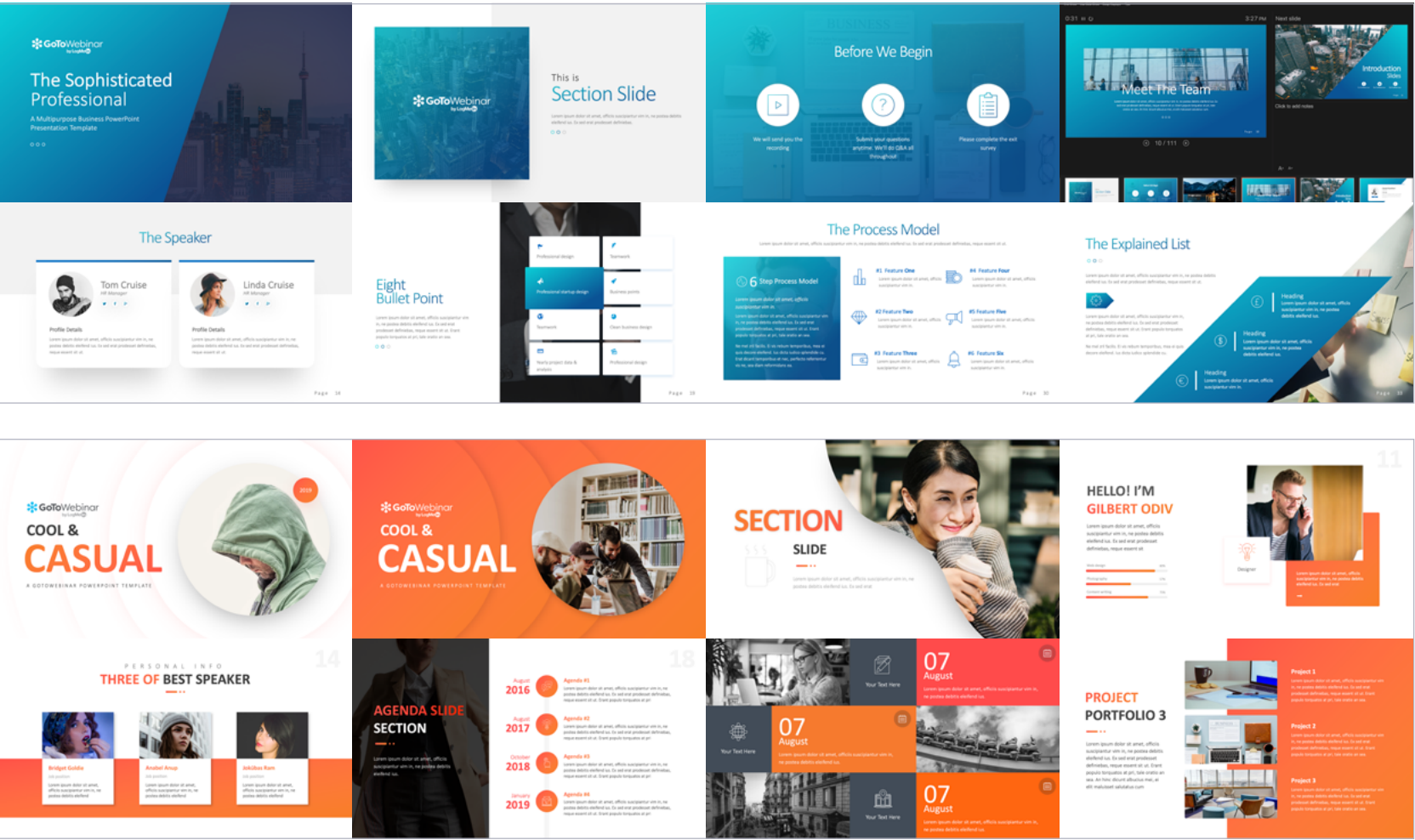
## 4. Create Your Visual Presentation

Once you’ve decided on your webinar topic, created the content and chosen presenters, it’s time to pull together your visual presentation. If you’ll be creating the slides with others, consider working in a closed folder within a collaborative workspace like Microsoft OneDrive, Google Drive or your preferred storage service. After you develop an outline in this space, tag relevant people to provide input. Don’t forget to develop a script to complement your slides.

Here are the key elements for an attention-grabbing and memorable presentation:

## Free Slide Templates

Save time with our [webinar PowerPoint templates](#).





### 1. High-Impact Images

Striking imagery stands out, so use high-resolution images to illustrate key parts of your presentation.

### 2. Simple Slides

Limit yourself to one idea per slide, and make sure every idea ties into your core message. Use as many slides as you need and focus on breaking down complex ideas into easy-to-digest slides.

### 3. Minimal Text

You want more than word per slide, but you don't want to bog down your audience with a novel. Summarize your key points on the slides knowing you'll explain the rest as you speak.

### 4. Large Font and Expressive Typography

Experts recommend 30 points or larger for your presentation font, but don't be afraid to play with typography and colors to draw attention to certain ideas.

### 5. Logical Flow

Once your slides are complete, make sure the flow works. Does the structure make sense? Does every slide have a point? Will it make sense to someone unfamiliar with the topic? Fine-tune your slides until you can answer “yes” to all these questions.

### 6. Strong Call to Action

If you want the audience to do something after attending your webinar, spell it out. Include a clear call to action at the end explaining how they can and should use the information you've shared, as well as any next steps they should take.



5. Host a Dress Rehearsal

A test run is your chance to work out any kinks. Are your slides and videos rendering correctly? Are all speakers clear on when they need to take over and when they need to be on mute? Is the webinar lasting the expected amount of time? Does the presentation flow from one topic to the next smoothly?

This is also your opportunity to familiarize all participants with the webinar environment. Remember, if you live and breathe virtual training, this is probaby second nature to you. But your co-hosts might not know how to navigate the webinar technology, so give them time to get acclimated.

Schedule dry runs inside the webinar app you'll be using so that your co-hosts will be prepared for the live event. While it's possible to launch a practice session in most webinar apps, if you're not able to plan this in advance, you can simply duplicate and walk through your live event.

Dress Rehearsal Checklist

To make sure your live webinar goes as planned, confirm the following during the dress rehearsal:

- ☐ Panelists and organizers have their join link
- ☐ Participants have a set of the final slides
- ☐ All webinar speakers have tested their audio setup
- ☐ Webinar organizers know how to start the webinar, pass presenter controls and moderate questions
- ☐ Presenters are comfortable muting and unmuting, controlling slides and passing presenter roles

*If you plan to launch a poll during the webinar, make co-presenters aware of this during the dress rehearsal by calling it out in the deck notes.*



### 6. Pull Together Handouts

Whether you are conducting a training or sharing important information, you likely want to reinforce your webinar with additional materials. Think over the goals of your webinar and upload relevant resources for your audience. In some cases, you may want them to download materials before or during your webinar (such as worksheets that accompany a training). In others, you may want to provide them with information they can refer to in the future.

### 7. Promote Your Webinar

After putting in all the effort to develop your training webinar, think like a marketer to promote it.

For employee training, use managers and your company leadership team to spread the word and encourage (or require) their team's attendance. You can also advertise your webinar through internal communication channels like Slack and employee newsletters.

Whether you're hosting a webinar for internal or external training, make email your number one promotional tactic. Sixty-five percent of learning and development professionals use email marketing to promote learning, and 61% of employees discover learning programs through email.<sup>4</sup>

For customer-facing events, you can also promote your webinars on your website or support site. For software companies, advertise relevant training within your product.

#### Create the Perfect Registration Page

Your event registration page can also make an impact on the number of registrations. Be sure to include:

- A clear webinar title that conveys the training topic
- Relevance of the topic to the recipient and the benefits of attending
- Webinar date and time as well as the time zone of your event
- If applicable, explain that it's required training
- Whether a recording will be available
- Optionally, allow registrants to submit questions and topics of interest that you could cover during the webinar



Get the Timing Down

Promote your webinar early and often. Don't be shy about sending reminder emails and notifications to people who haven't registered, and send final notices the day of the webinar.

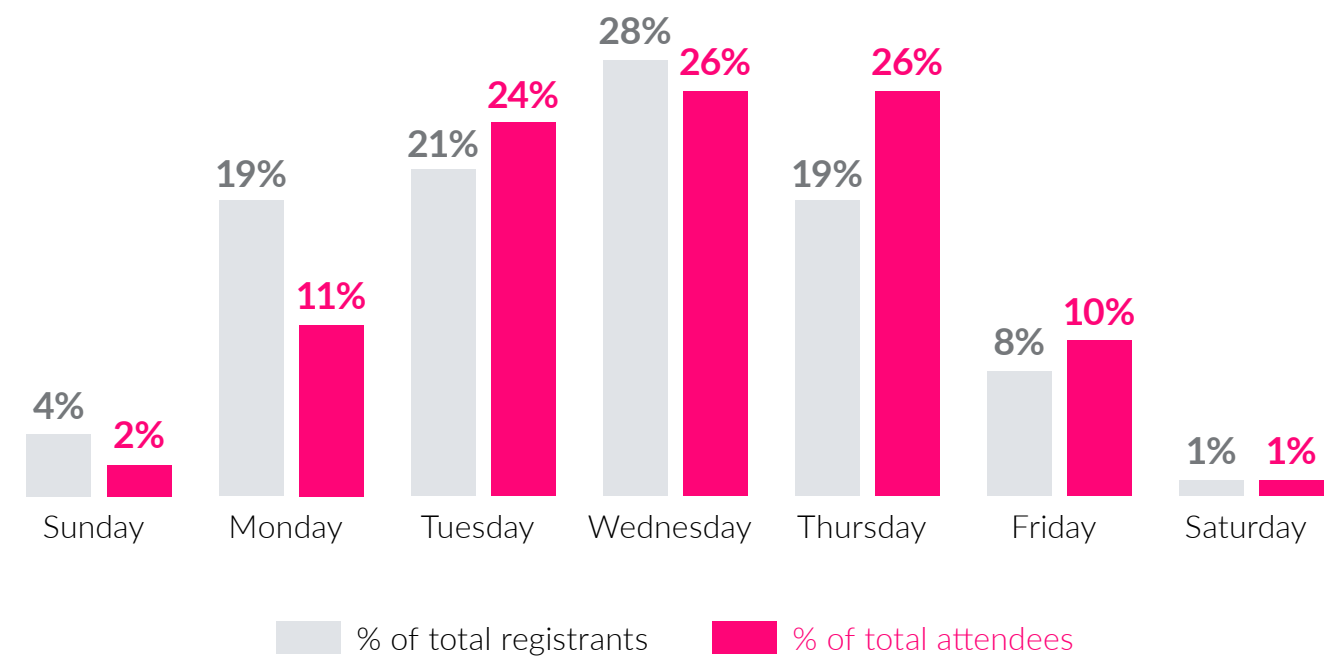
In fact, 17% of people register for a webinar the day of the event!

To further encourage attendance, time your webinar strategically. According to our data, attendees prefer Wednesdays and Thursdays. Schedule your webinar for either day at 10 am PST or 11 am PST, and you should attract the most attendees.

Nearly one out of four people sign up for training less than a week in advance, so make sure to send email invitations and reminders in the days leading up to your webinar.<sup>5</sup>

To further encourage attendance, time your webinar strategically. According to our data, attendees prefer Wednesdays and Thursdays. Schedule your webinar for either day at 10 am PST or 11 am PST, and you should attract the most attendees.

What days are best for webinar registrations and attendance?





# Delivering an Engaging Webinar

Once you've put in all the work to plan and create your presentation, it's time to pull off a winning webinar.



1. Work as a Team

Plan your webinar delivery as a team. Nearly 38% of trainers are supported by two or more staff members while delivering live training. In addition to presenting, it’s good to have someone to handle the controls – like starting the webinar, hitting record and fielding and moderate questions. One person can handle all these tasks, but if you’re hosting a large webinar, you’ll want backup help.

2. Engage and Teach Effectively

Grab your audience’s attention from the start, and you’re more likely to keep their attention until the end. Here are a few ways to do just that.

**Make it fun.** Many audiences have come to expect standard fare with a webinar – the host introduces the topic and runs through the agenda, presenters share information, someone wraps up the webinar with a closing. Yawn. Keep the audience on their toes by deviating from the

norm. Tell a joke. Share a funny video. Make a well-known pop-culture reference. Invite the audience to interact. Keep it light and remember to have fun!

**Tell a story.** No matter the focus of your webinar, don’t just think about what you’re going to say but how you’ll say it. Be a storyteller and create tension by showing the gap between the audience’s current state and where they could be. Throughout the presentation, toggle between why the status quo is so unappealing, why the new way is so alluring and how you can help them reach that ideal state.

**Create suspense.** Provoke and maintain interest by posing questions that you answer. Perhaps you start with a big question, only revealing the answer at the end of the webinar, like sharing the results of a test or the solution to a vexing challenge.

**Solicit their involvement.** Your audience doesn’t want to be talked at; they want to be involved. Give them opportunities to interact by asking questions, taking polls and responding to questions. Remember that

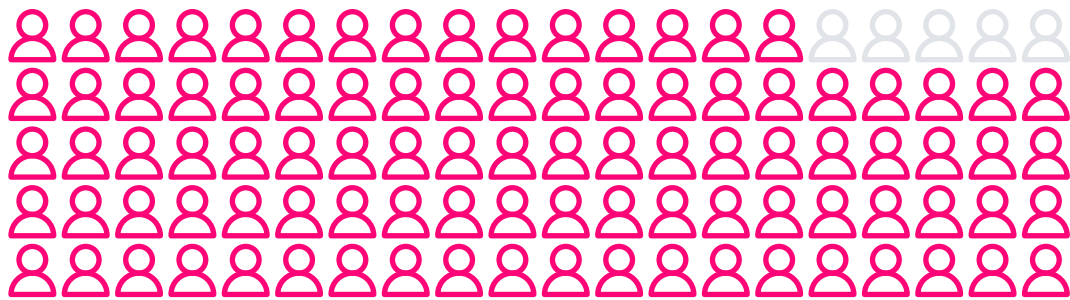
even though everyone can see and hear you, you as the virtual trainer won't see the audience. Use the webinar as a chance to get to know the audience by unmuting attendees and inviting them to share their stories.

**Vary your delivery.** The best way to put your audience to sleep is by using the same cadence, vocal rhythm, pitch, tone and gestures throughout your presentation. Mix up your tone and pace to keep things interesting. Don't forget to pause immediately before or after an important point. This adds impact and varies the pace. Plus, a pause after an important point gives time for the message to sink in and for you to collect yourself.

**Use literary and rhetorical devices.** Since you're sharing information you want the audience to remember, use proven methods for encouraging retention. Metaphors, anecdotes and repetition help you explain concepts and encourages audience retention long after your presentation ends.

**Show your enthusiasm.** If you show that you believe in your topic, your audience will be inspired by your passion. Be genuine, energetic and confident about your topic.

95% of GoToWebinar users say  
webinars improve training and learning retention.





3. Lure Them Back

If you see engagement dip during your webinar, draw the audience back in with a poll or pause for questions. Keep an eye on this so you know when you need to step in and drive engagement.

*GoToWebinar shows you audience attentiveness during live webinars so you know exactly when you're losing people, allowing you to adapt and focus the attention back on the training.*

4. Hit the Perfect Length

It's fair to say the biggest audience dread with a webinar is wasting time. You've already crossed that off the list by preparing an information-rich presentation. Now, it's a matter of honoring the time commitment.

If you're conducting an in-depth training, book an hour but plan to wrap up your delivery in 45 minutes to leave room for questions. Thirty minutes is usually sufficient for shorter trainings and virtual fireside chats. Keep in mind that most webinars don't start right on time, as people will be in the process of joining for the first few minutes, so expect to get going three or four minutes after the true start time.

If you need more time to cover all your content, break your training into multiple short sessions. You could even record these so anyone accessing them on demand can skip ahead to relevant sections.



# Running the Perfect Webinar

The more you prepare, the more likely you are to pull off your webinar without a hitch. Here are the tools you can use through GoToWebinar and steps you can take to pave the way for a smooth training day.



1. Webcam sharing

People want to see you. According to HBR,<sup>7</sup> the way to share knowledge is through direct, informal contact with people – that’s you, in this case. Use a webcam in your webinar so your audience can connect with you.

2. Polls and surveys

Give your audience a voice! Build polls and surveys directly into your webinar so you can ask your questions and report back to your audience in real time.

3. Quizzes

Use these opportunities to confirm your audience is absorbing the information you’ve shared. By conducting knowledge checks along the way, you’ll know when it’s okay to move on.

4. Hand-raising tool

Ask your participants to raise their hands as you would if you were all in the same room. By enabling your audience to virtually raise their hands, you can ask impromptu questions throughout your presentation and confirm that they are understanding the information.

5. Video sharing

Break up your presentation with a video. Whether this is a fun icebreaker, product demo or something else you think would be engaging, GoToWebinar allows you to share it as part of your webinar.

6. Drawing tools

GoToWebinar provides drawing tools that let you draw on the screen, highlight with a yellow marker to emphasize a point of interest and laser point to indicate where attendees should focus.

7. Chat

Use the chat tool to post live links related to your topic and ask attendees to open a new browser window to watch it. This draws in your audience and keeps them engaged.

8. Handouts

Provide relevant information in the form of PDFs, videos, images and anything else that would benefit attendees.

9. Attendee unmuting

Let your attendees ask their questions and respond out loud during the webinar.

- ✓ Run through this handy checklist before you go live:
- ✓ Confirm your other organizers are ready to help moderate questions, launch polls and monitor and encourage audience involvement
- ✓ Make sure all presenters and organizers are logged in and ready to start
- ✓ Conduct a sound and video check
- ✓ Assign an organizer to record as soon as the webinar begins
- ✓ Remind the moderator to run through the housekeeping and intros
- ✓ Run through the order in which participants will speak

Training Webinar Tips

- Tell all organizers and speakers to log in at least 15 minutes before the event
- Keep a second phone handy in case one stops working
- Opt for a tabletop mic over a headset for better sound quality
- Prepare a “we’re experiencing technical difficulties” slide in case you lose audio
- Schedule your webinar for Wednesday or Thursday at 10 am or 11 am PST to attract the most attendees



# Measuring Success

You put a lot into your webinars, so you want to make sure they're paying off. When it comes to trainings, you can measure immediate success and long-term success.



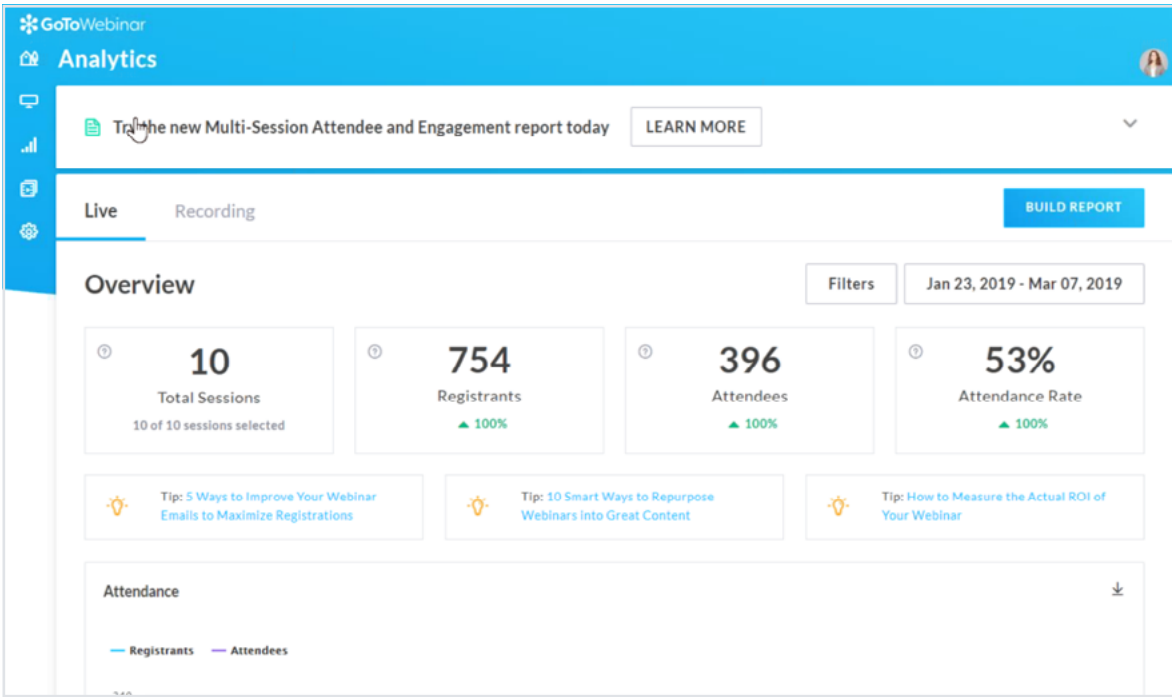
Always tie your key performance indicators (KPIs) to your webinar goals. Think backwards from your metrics to figure out how to show the before-and-after picture.

1. Immediate success

Your first measure of success will be how well you engaged the audience. You'll want to understand how attentive your audience was and how interested they were in your content. Responses to your training polls and post-webinar survey will provide some insight. GoToWebinar also shows how long the GoToWebinar window was the primary window on someone's screen so you can gauge attentiveness.

If your goal is knowledge sharing, it's a good idea to measure this with tests after the webinar. Another great way to measure training effectiveness is to survey attendees post- webinar to see if they felt the training was worthwhile and to ask how they benefited.

Common webinar success metrics



Registrants



Attendance rate



Attentiveness score



Poll responses



Approval rating  
if included in  
post-webinar survey



### 2. Long-term success

Over the long haul, you'll want to confirm that your trainings provided impactful information or helped someone develop skills. When onboarding customers, you can gauge training success using metrics such as:

- Adoption rates
- Feature usage
- Amount of time in the application
- Number of users

It's more challenging – but not impossible – to measure the effectiveness of internal training. Whenever you can, identify a baseline to measure against. Say you're training sales reps to effectively engage prospects and shorten the sales cycle by making use of a suite of tools. You could measure success by showing that a greater number of reps are using the tools more frequently and closing deals more quickly as a result of your webinar.

If you're starting from scratch – say, training new employees in a startup – benchmark against industry standards. Examples include:

- Ramp-up time for new hires
- Productivity improvements after learning X

Use your post-webinar survey as another way to check knowledge and training effectiveness. Ask an open-ended question like:

- “How would you respond if a customer said this?”
- “Why is this feature beneficial when trying to create an invoice?”
- “What would you do if a direct report approached you about X?”

This helps you take a pulse on how well the audience learned the information. If you see too many wrong answers, you can update your presentation. If you need to reinforce the training with just a few attendees, you can plan to follow up with them.

# Drive Ongoing Value

Once you've delivered your webinar, take advantage of all the ways you can squeeze the most value from it.



1. Offer It On Demand

Offering your training on -demand gives you and your audience a lot of flexibility. You can record live trainings and make them on demand so attendees can refer back to the content or so that new audiences can watch. Optimize your training for on-demand viewing by editing out any content not relevant to your on- demand audience like housekeeping details.

With GoToWebinar, you also have the option to create pre-recorded events. This type of webinar lets you record your training, but from an attendee perspective, it will feel like a live event. Attendees will still be able to interact through polls and Q&A, and you schedule the webinar to play at specific time(s). This option is especially handy when you are presenting on the same day to multiple audiences in, dealing with multiple time zones, or have other scheduling conflicts with presenters or attendees.

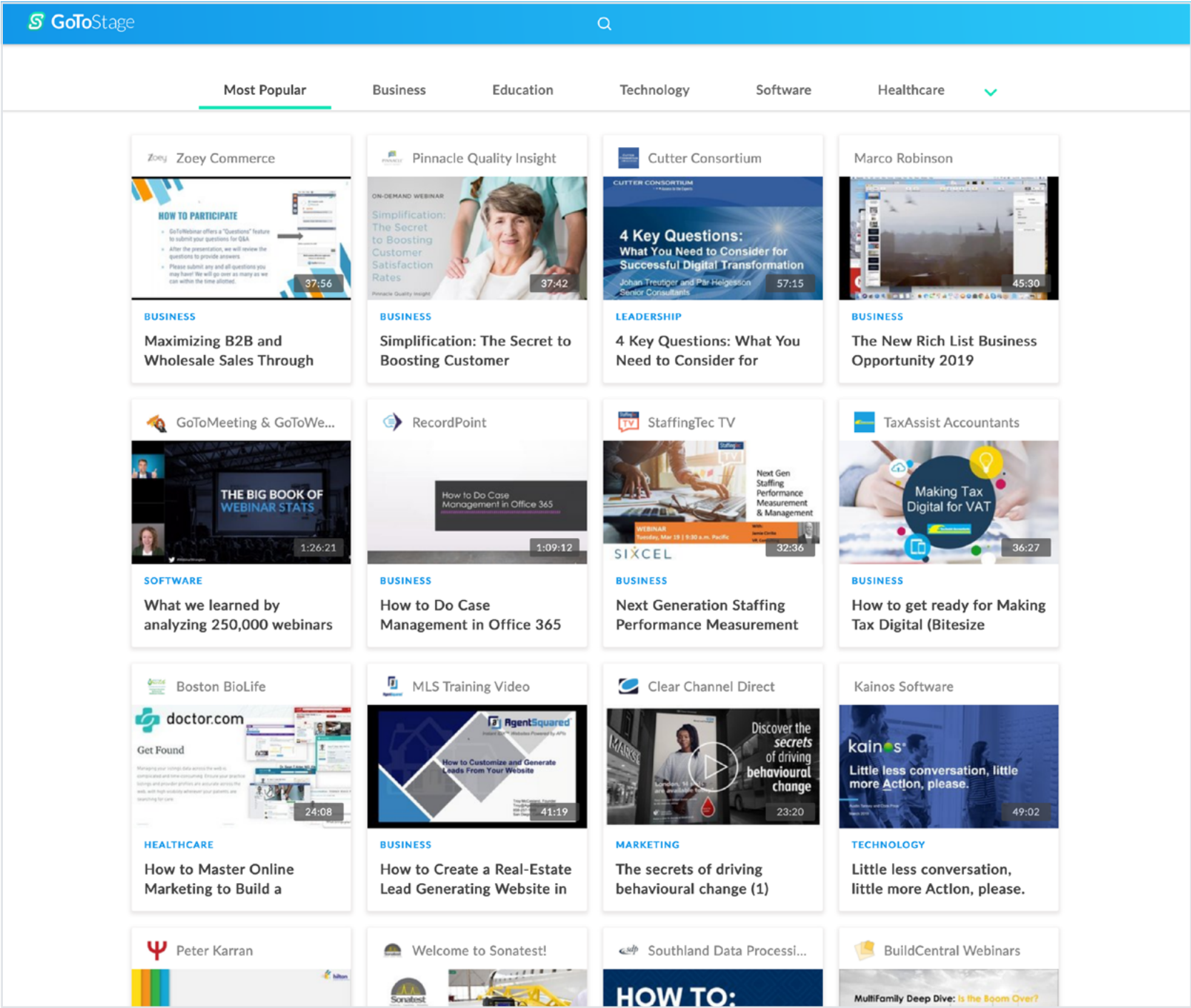
2. Create FAQs

Download the Q&A from your webinar to create a set of FAQs you share with your colleagues and webinar attendees. You can also work with key internal stakeholders to share insights from your webinar in different formats, including through emails, newsletters and Slack channels, to name a few.

3. Share It With Others

In many cases, a larger audience can take advantage of your trainings – even people you haven’t yet identified. As a GoToWebinar user, you can use GoToStage to upload your webinars on your company’s channel. Anyone can then discover your webinars through organic search. That means you can reach new customers and colleagues who can benefit from your trainings. It also allows your partners to see what training materials exist so they don’t waste time duplicating your efforts.

You can also create a private channel page that isn’t publicly searchable. Point new employees or those in new roles to this page so they can get up to speed without a live training. Just as with your live trainings, you’ll see how many people watched the videos and their level of interest and attentiveness.





# Key Takeaways

## Make your decision

- Decide whether a webinar is the best choice for your needs.

## Plan ahead

- Understand the when, where, how and what of your webinar.
- Prioritize the dress rehearsal! This is what makes a live event run smoothly.

## Make it engaging

- Understand how to effectively teach in a virtual environment.
- Stick to your allotted time.

## Pave the way for a smooth webinar

- Use proven tips and tools to keep your audience engaged.

## Measure success

- Align your KPIs and webinar goals.
- Determine short- and long-term success.

## Extract maximum value

- Offer the webinar on demand.
- Convert Q&A to FAQs.
- Share it with a broader audience.



See how GoToWebinar can help you  
train anyone, anywhere.

Learn More



#### SOURCES

1. GoToWebinar, 2019. Big Book of Webinar Stats. [www.gotomeeting.com/gotowebinar-big-book-webinar-stats](http://www.gotomeeting.com/gotowebinar-big-book-webinar-stats)
2. GoToTraining, 2016. Benchmark Report: The State of Online Training. [www.gotomeeting.com/training/resources/the-state-of-online-training-2016](http://www.gotomeeting.com/training/resources/the-state-of-online-training-2016)
3. Ibid.
4. LinkedIn, 2019. Workplace Learning Report. [learning.linkedin.com/resources/workplace-learning-report](http://learning.linkedin.com/resources/workplace-learning-report)
5. GoToTraining, 2016. Benchmark Report: The State of Online Training.
6. GoToWebinar, 2019. Big Book of Webinar Stats.
7. Harvard Business Review. Burstein, Rachel. (2013). Making the Most of Webinars. [hbr.org/2013/03/making-the-most-of-webinars](http://hbr.org/2013/03/making-the-most-of-webinars)
8. TechValidate, 2018. [www.techvalidate.com/product-research/gotowebinar/facts/50A-BDD-088](http://www.techvalidate.com/product-research/gotowebinar/facts/50A-BDD-088)