

Webinar How-to-Guide

You've purchased a BNP webinar or are thinking of purchasing one, now what? An Online Event Coordinator will walk you through the entire webinar process. Questions regarding this document or the process can go directly to your assigned Coordinator or email webinars@bnpmedia.com.

▶ THE BASICS: WHAT DO I GET WITH MY WEBINAR?

There are many different benefits and options available but here's what is most commonly purchased:

- 30 or 60-minute web-based audio or webcam PowerPoint presentation, includes a 15-minute Q&A session
- Moderator for your event
- Dedicated registration page plus confirmation, reminder and follow up emails
- Branded audience interface
- Registration, polling and survey questions
- Marketing campaign – print, website, enewsletter, social media, email invitations
- Customer support for registrants
- **NEW** leads integrate directly into your CRM database
- One year on-demand access and reporting with real-time URL link

▶ PRE-PLANNING: GOALS AND OBJECTIVES

Schedule a webinar kick-off call with your Online Event Coordinator and the publication staff to discuss:

- Topics
- Registration goals
- Target audience and demographics
- Production process
- Marketing time line

Deadline: As soon as possible

CONTENT

CEUs

BRAND AWARENESS

STRATEGY

VIDEO

BUILDING LEADS

EXPERTISE

bnpwebinars

SIGN ORDER

at least 8 weeks before

PRE-PLANNING

ASAP

PHASE 1

2 weeks before print ad close

MARKETING

at least 6 weeks before

▶ PHASE 1: SET-UP



Materials required before we can launch registration and marketing.

Deadline: Eight weeks prior to webinar date.

- **TARGET AUDIENCE:** Who is your ideal registrant? Include demographics (job titles, functions, business industry, primary product or service produced, etc).
- **TITLE:** Best titles involve clear action items including lists, how-to, trending, and new topics. Avoid marketing “lingo.” Find hot button issues, put together multiple titles and pick the one with the best “grab.”
- **DESCRIPTION:** 100 word description and 4 learning objectives an attendee will gain by participating. Title and description must match your presentation content.
- **SPEAKER INFORMATION:** Name, title, bio, headshot (eps, ai, or tiff format, 300 dpi minimum), signed speaker agreement, and contact info.
- **COMPANY INFORMATION:** Logo (eps, ai, or tiff, 300 dpi minimum, regular and reverse formats), website address, and company description (280 character max including spaces).
- **HIGH RESOLUTION IMAGE:** That pertains to the webinar topic to use in marketing (at least 300 dpi and 2 - 5 inches wide, eps, ai, tiff, or jpeg) with photo/illustration credit. For example, “Photo courtesy of XYZ Company.”
- **REGISTRATION QUESTIONS:** (optional) Up to 2 pre-qualifying multiple choice questions in addition to the standard demographic questions.

▶ SUBMITTING FILES: DROPBOX INFORMATION



If you have large files (over 5MB), please upload to Dropbox at <https://tinyurl.com/webinarmaterialrequest>

▶ MARKETING



A custom comprehensive marketing campaign is created to reach your goals and objectives utilizing all our media outlets including print, newsletters, website, social, and email invitations. We also provide you with the materials to promote to your own database and website.

Launch Date: Two weeks after phase 1 is received.

PHASE 2

at least 2 weeks before

REHEARSAL

Friday/Monday before

LIVE WEBINAR

WRAP UP

1 day after

▶ PHASE 2: PRESENTATION



Presenting to an online audience is very different from presenting in-person. For tips and system requirements, [view a 2 minute video](#).

Deadline: Two weeks prior to webinar date.

- **POWERPOINT PRESENTATION:** Use a “slide master” for a consistent look and feel throughout your presentation. [View supported animations and fonts](#).
- **VIDEOS:** Submit video clips as separate files and not embedded into PowerPoint.
- **HANDOUTS:** Up to 3 PDF documents or web links for attendees to download or access. Downloads are trackable following the event.
- **PLANT QUESTIONS:** Three questions for use during the Q&A.
- **DIRECT PHONE NUMBER:** Of presenter/s for use during the live event.
- **POLLING QUESTIONS:** (optional) Up to 3 customized audience questions, executed during the live event. This provides great talking points and engages audience.
- **EXIT SURVEY:** (optional) In addition to our [template survey](#), add up to two survey questions delivered after the event is over.

▶ REHEARSAL: SPEAKER TRAINING



Training will take approximately 30 minutes to go over event flow and software functionality.

Deadline: Typically, Friday/Monday before the webinar date.

[Test your system](#) a week or two before the rehearsal. Please use Google Chrome or Mozilla Firefox to ensure compatibility with the webinar system.

▶ LIVE WEBINAR



Typically from 1:30 p.m. to 3:00 p.m. EST. Call in 30-minutes prior to scheduled webinar time to go over any last minute details and to test the technology.

- Use a wired phone and internet connection —no cell phones, speakerphones, or wifi
- Use the same computer and internet browser you used during the rehearsal
- Provide your direct dial-back phone number

▶ WRAP-UP: LEADS, ARCHIVE, AND INTEGRATION



Delivery: 24 hours after your event.

- **REPORTING LINK:** We will provide you with a real-time reporting link to access your registrants and attendees. Full demographics collected at registration are available plus polls, surveys, Q&A, and much more. The link will stay active for the entire archive period. [View data portal tutorial view.](#)
- **ARCHIVE:** Normally available within 24 hours of your event.
- **MARKETING AUTOMATION:** Integrate your webinar leads with your marketing automation system — Eloqua, Hubspot, Marketo, Pardot or Salesforce — providing immediate lead follow-up and tracking.

▶ FAQs



- Q.** Does the audience call in to the webinar?
A. No, they see and hear everything over their speakers. Questions are typed into the audience viewer and are read by the moderator over the phone.
- Q.** How many people can I expect to register for the webinar?
A. We market to a targeted audience of 20,000-40,000 people depending on the industry and your topic. Typically, 1-2% of that audience will register.
- Q.** How many people can I expect to attend the webinar?
A. 20 - 40% will attend live and an additional 10-20% will view on-demand.
- Q.** What are my options for extending the archive period?
A. Several options are available. Please contact your Online Event Coordinator for more details.
- Q.** Do I get the webinar to post on my website?
A. We will provide a link to the registration page. If you'd like the actual webinar files, we can provide an MP4 video file for an additional fee.
- Q.** Can I add CEU credit to my webinar?
A. Yes, please contact your Online Event Coordinator for more details.

Need additional help? Email webinars@bnpmedia.com or contact your sales representative.

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