

# WEBINAR CASE STUDY



## ELSEVIER

CLOUD-BASED APPLICATION  
PROVIDER WITH ANALYTICAL  
AND SEARCH TOOLS  
USES WEBINAR SERIES  
TO EDUCATE ENGINEERS  
ON TIMELY TOPICS

### TYPES OF WEBINARS PRODUCED:

- ✓ TUTORIAL
- ✓ STANDARDS & COMPLIANCE

### WEBINAR HOSTING PLATFORM:

GoToWebinar™

### SERIES RESULTS:

- ✓ 20 WEBINARS
- ✓ 7,791 REGISTRANTS
- ✓ 3,130 TOTAL ATTENDEES
- ✓ 91% OF ATTENDEES RESPONDED  
THAT THE WEBINARS MET OR  
EXCEEDED THEIR EXPECTATIONS

*"WHILE WE OCCASIONALLY RUN OUR  
OWN WEBINARS, WE FIND THE  
GREATEST VALUE FROM OUR  
PARTNERSHIP WITH WEBATTRACT.*

*WEBATTRACT PROVIDES US WITH  
TECHNICAL EXPERTISE AND  
PROFESSIONAL SERVICES SUPPORT TO  
ENSURE THAT OUR WEBINARS ARE  
OPTIMIZED TO DRIVE DEMAND AND  
PARTICIPATION.*

*WITH WEBATTRACT BEHIND THE LEAD  
GENERATION ENGINE, WE CAN FOCUS  
ON THOUGHT-LEADERSHIP AND  
CONTENT DEVELOPMENT."*

**- DIRECTOR OF LEAD GENERATION AND  
MARKETING OPERATIONS,  
ELSEVIER KNOVEL**

## COMPANY BACKGROUND

Elsevier is a world-leading provider of information solutions that enhance the performance of science, health, and technology professionals, empowering them to make better decisions, deliver better care, and sometimes make groundbreaking discoveries that advance the boundaries of knowledge and human progress.

One of Elsevier's web-based, digital solutions is Knovel, which offers an unmatched depth and breadth of validated engineering content, selected from the most trusted sources and delivered to engineers quickly and with extreme precision.

Elsevier Knovel and WebAttract partnered together to create a series of 20 webinars that would educate their target market (engineers) on timely topics dealing with standards and compliance. This case study will focus on highlights from three of those webinars.

## DEMAND GENERATION CHALLENGES

Elsevier Knovel's goal was to leverage the expertise of authors and industry experts in relevant industries to showcase real-world engineering issues.

Their webinar objectives included:

1. Showcase top quality expertise in safety systems for the process industry
2. Create awareness amongst Knovel users that relevant information is available from Knovel about these topics
3. Introduce engineering managers and executives in process industries such as chemicals, oil refining, oil and gas production, and non-nuclear power generation to the technical expertise available through Knovel's online reference collection
4. Continue the dialogue post-session on how Knovel can help support the Safety Lifecycle by providing engineers with the trusted information they need to come up with more innovative designs and better solutions to maintain safety systems for reduced risk.

## THE WEBATTRACT SOLUTION

WebAttract worked with Elsevier Knovel on two preliminary webinars, "Materialistic Engineering: Build Stronger, Better Products Using Interactive Tables and Equations," and "Engineers' Professional Use of Social Networks Today and Where It's Heading." With a goal of 250 registrants, the first webinar generated 568 registrations and 278 attendees. The second webinar generated 501 registrants, 247 attendees, and 10 requests for

follow up meetings. Bolstered by these positive results, and using the lessons learned, Elsevier Knovel decided to collaborate with WebAttract on a third webinar, “*Designing & Verifying Safety Instrumented Systems.*”

The webinars brought together the trusted content and engineering expertise of authors whose works appear on Knovel to deliver engineers content that would help in their work with safety instrumented systems. The webinars each featured two to three world-renowned speakers and accomplished authors who shared their best practices for defining, analyzing and verifying safety levels of proposed and existing safety systems.

The thought-provoking presenters kept the audience’s attention throughout the webinar and then welcomed their questions at the end. The third webinar was so successful that Knovel had 40 post-webinar client meetings and 431 on-demand viewings.

## RESULTS - “Designing & Verifying Safety Instrumented Systems”

- **Registration:** A total of 686 people across 44 states and 47 countries registered for the first two webinars, which exceeded the original goal of 500
- **Attendance:** Total attendance for the first two webinars was 353
- **Attendance Ratio:** 51% (exceeded goal of 40% attendance)
- **Audience Expectations:** Greater than 97% of attendees responded that the webinars met or exceeded their expectations
- **Request for Follow Up Meetings:** 40 post-webinar meetings were scheduled with potential clients
- **On-Demand Viewings:** In the course of 6 weeks after the third webinar, 431 additional viewings were reported. This represented 297 fresh new leads.

## LESSONS LEARNED

- Knovel’s use of third party thought leaders provided a credible and trusted point of view.
- The speakers did not overly promote their own offerings, so attendees didn’t feel like they were attending an overt sales pitch.
- Knovel successfully leveraged industry disruptions, which in this case were changing standards and compliance terms that engineers were eager to stay current on, to attract their audience.



WebAttract helps B2B marketers produce webinars that attract, educate & convert audiences into customers. Their **Full-Service “Done-for-you” Webinars** handle every operational phase before, during, and after the webinar. For those that prefer to do it themselves, their **Certified Master Webinar Producer Training Course** teaches you all the steps you need across the entire webinar lifecycle to plan, deliver, and optimize your next webinar.

[www.webattract.com](http://www.webattract.com) | +1.916.804.4703 | @WebinarReady