

## WebAttract WebinarReady™ Production and Advisory Webinar Services

A Done-For-You Webinar Service That Handles Every Operational Phase Before, During, and After Your Webinar



How would you like to run your next demand generation webinar without a hitch?

Based on the WebinarReady™ proven methodology, best practices and metrics from over 400 webinars of emerging / global brands and media publishers, our complete webinar service ensures that you'll meet your commercial outcomes while adding value to your audience.

Whether your goal is to use webinars to attract fresh new leads, promote brand awareness, express thought leadership, retain existing customers or provide internal sales training, you can count on us to help you deliver an engaging and positive experience for your audience.

Since 2008, we've been a reliable partner for major and emerging brands including Bosch, Campus Management, Cox Automotive, DHL, DJO Global, Dymax, Elsevier – Knovel, Sandstone Global Team Building and many others. We've also been a trusted partner with media publishers such as Directions Media, Desktop Engineering, InsideGNSS Magazine and Internet Retailer Magazine.

Many of our clients use our services for more than one webinar and have created thought leadership webinar series, due to our expert performance and results.

We know that you and your speakers are busy people and have a "day job". We respect everyone's time and only invite the speakers to attend certain meetings we call Table Reads and Dress Rehearsals. We structure and conduct meetings efficiently with agendas established with clear goals and outcomes sent out in advance of each session.

A full services demand generation webinar that goes beyond your house list to attract a fresh new audience takes about eight weeks to deliver. We follow a theatrical approach for producing webinars and break down the key activities into "Five Webinar Acts" which we use to collaborate with you and your speakers to produce and deliver a polished demand generation webinar.

# The Five Webinar Acts



Below is an outline of the five webinar acts:

- **Act I: Setting the Stage for a Smooth Production** - Define Webinar Objectives and Desired Outcomes, Establish Roles, Address Technology Considerations, Familiarize Your Team With the Entire Process.
- **Act II: Attracting the Right Audience** - Select a Winning Topic, Define Your Audience, Create Invitations & Landing Pages, Execute Your Campaign, and Gather Life Cycle Intelligence.
- **Act III: Engaging Your Audience** - Brainstorm Content Development, Hold Table Reads & Dress Rehearsals, Complete Sound Checks to Optimize Webinar Audio and Make Sure Your Speakers Shine.
- **Act IV: Going Live on Webinar Day** - Complete the Final Sound Check, Final Walk Through of Slides, Polls and Survey, Review Your Plan B, Go Live!, and Debrief.
- **Act V: Converting Your Audience** - Send Thank You Emails, Edit & Archive Webinar Recording, Prepare the Final Analytics & Convert into Actionable Sales Follow Up and Measure Your Webinar's Success.



## Your Complete WebinarReady™ Production Service

Our production service implements these five webinar acts to cover the following activities:

#	Webinar Act	Key Activities
I	Setting the Stage for a Smooth Webinar Production	✓ Hold the kickoff meeting to create a formal Statement of Work that aligns with your objectives, value proposition



- ✓ Define your webinar objectives, desired outcomes and success factors
- ✓ Assigned a dedicated production team, consisting of one logistics and one content producer serving your account
- ✓ Establish the “Go Live” date
- ✓ Create the work plan identifying key planning dates, milestones and deliverables
- ✓ Identify potential speakers

## II Attracting the Right Audience



- ✓ Select a winning topic, value proposition and webinar format to attract your desired audience so that your webinar is a “must have” event
- ✓ Go beyond your “house list” - we source your audience contacts by identifying / prioritizing key industry segments, titles and job functions, revenue thresholds, number of employees and geographic location to optimize attracting the target audience
- ✓ Develop the webinar invitation, create an HTML invitation and registration landing page following your branding guidelines
- ✓ Send well-timed email blasts to maximize registration outcomes with subject lines optimized for each blast
- ✓ Track daily the key email and webinar metrics; collect profile information on registrants, including the registration source

### III Engaging Your Audience



- ✓ Host the Table Read meeting to brainstorm how the content needs to be presented to keep the audience engaged
- ✓ The skilled WebAttract moderator will discuss best practices for structuring the webinar flow, coach speakers on creating high quality visuals and optimize audio
- ✓ Conduct 2-3 Dress Rehearsals, which are more than just a cursory technical dry run; we help your speakers find their natural voice and understand their cues so they'll connect with the audience and deliver on what was promised
- ✓ Develop online polls to engage the audience and determine a clear call to action at the end of the webinar
- ✓ Practice prioritizing and facilitating the live "Ask the Experts" panel
- ✓ Create the post webinar survey

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### IV Going Live on Webinar Day



- ✓ Meet with the team and speakers one hour prior to the "Go Live" for a thorough sound check and review, include any last minute changes to the presentation or polls
- ✓ In the unlikely event of a technology challenge, our moderator implements "Plan B" and ensures that everyone knows what to do
- ✓ Record and redundantly record the webinar
- ✓ The WebAttract moderator welcomes the audience, reviews housekeeping,

introduces the speakers and handles all technology

- ✓ Immediately following the webinar you and your speakers are invited to a debrief to review the experience and high-level metrics of final registration, attendance, retention, etc.

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## V Converting Your Audience



- ✓ Edit the webinar recording by removing imperfections, unnecessary chatter, housekeeping, excessive “umms” and “ahas”, etc. and then archive the recording and provide the edited file for your use and distribution
- ✓ Track and report on-demand viewings of the recording for four weeks
- ✓ Deliver post-webinar marketing materials, including thank-you emails for attendees and absentees
- ✓ Provide the final detailed set of email and webinar analytics covering what happened before, during and after the webinar, including a narrative highlighting the key performance indicators, such as how many people attended, how long they were on line, responses from polls and surveys and live questions asked
- ✓ Debrief with you to review and benchmark how your webinar performed so that you can convert this information into actionable sales or nurturing follow up



## Our Unique Actionable Metrics Improve Webinar Success Rates

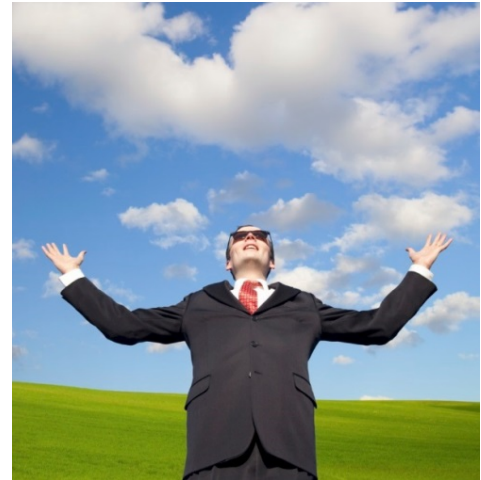
When you partner with us to produce your next webinar, you'll receive a detailed set of analytics and narrative to help you start a more intelligent and meaningful conversation with your attendees so they can become your customers.

We've discovered that no one else in our industry was embracing or using webinar metrics, so we took it upon ourselves to collect and analyze raw data during the entire webinar life-cycle.

What we've observed were some very interesting trends and ratios that we could correlate to optimize and improve webinar success. This sets us apart.

Not only did we develop a proven system for tracking these important metrics, but we've also found creative ways to help our clients better understand and qualify attendees before, during and after the webinar.

We've even taken this a step further with our clients by being able to measure their audience's intent and interest to acquire new products and services as a result of attending the webinar!



## Your WebinarReady™ Team

Your WebinarReady™ team is here to help you produce your best webinar yet. To learn more about our WebinarReady™ production services or to set up a complementary consultation, please select the links below.

Here's to your webinar success!

The WebAttract Team

[Learn More](#)   [Contact Us](#)

[Schedule a Complementary Strategy Session](#)

