

How to: Produce a Webinar Program



MarketingSherpa Toolkit: How to: Produce a Webinar Program

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SECTION 1: TUTORIAL

Webinars are a staple of a modern marketing campaign. Often referred to as Web conferences or webcasts, they are the second-most popular lead-generation offer in business-to-business technology marketing this year, second only to white papers.

According to 2007 data from MarketingSherpa:

- 66% of technology buyers found webinars “very valuable” or “somewhat valuable”
- 20% of tech decision makers reported attending webinars on a weekly basis, with 18% take part in webinars every other week.

A webinar is an event in which participants/attendees dial into a conference-call line and listen to an audio presentation while viewing slides, often produced by PowerPoint, on their computers. Some interactivity allows for questions and other feedback, which might sound a bit intimidating for a beginner to pull off.

Many vendors are out there who can help. Most of them take care of the high-tech headaches for you. But lots of other details will keep you busy as well. See Section 8 for list of vendors, including price and special features provided by each.

STEP #1

IDENTIFY SPECIFIC GOALS

First, identify the goal or purpose of your webinar. Why do a webinar if you don't have an objective? What do you hope to achieve?

Your primary goal may be to generate leads or to spread the word about something related to the company. Or it could be a combination of both. Or you might be trying to establish one or more of your company representatives as an expert in their field. Your goal then is to increase their visibility while also hopefully snagging some press coverage or media interest.

Zeroing in on specific goals helps you focus on your webinar's content and will also make it easier for you to evaluate its success afterward.

Keep in mind: Just as people often reach for the remote during TV commercials, most people won't sit through a webinar that's a blatant advertisement. Sure, you want to promote your company or services, but you need to provide the participants with some take-away value. Show attendees how your webinar will help them solve a problem.

For example, if you want to get people to sign up for a trial version of your new software, the bulk of your webinar should involve a demonstration of how easy the software is to use and how it will make users' lives easier.

You may also have a financial goal in mind. Perhaps you hope to sell a certain number of products or see an increase in sales of 15%. At the very least, you hope to recoup the cost of the webinar within a specific time period.

As you set your goals, you'll also need to develop a specific way to measure whether your webinar is successful. See Step #7 for some ways to measure results of your webinar.

STEP #2

PLAN YOUR APPROACH

After determining your webinar's goals, it's time to actually plan the presentation itself. Now, let's talk about the nitty-gritty details.

How will you broadcast the webinar? Who will handle the technical details? You certainly don't want a major glitch that might chase away a big chunk of your audience even before you start.

The good news is that most webinar vendors take care of most of this technical stuff for you. That's why you should select your vendor carefully, making sure you know exactly what they do (and don't) provide for you.

Depending on which vendor you choose, you may not need to worry about much — if any — of the technical stuff. Much of the process, such as sending out e-mail reminders, may be automated.

Simply because a vendor provides certain types of services, however, doesn't mean you have to use them. If you aren't crazy about canned promotional emails the vendor sends out automatically, for instance, create your own.

Not surprisingly, this part of the process may boil down to dollars and common sense. If your budget is limited, you may not be able to afford a vendor's "full service" package. You may need to do more of the heavy lifting yourself.

STEP #3

DETERMINE COSTS

Let's look at specific costs next. The expense calculator in Section 8 of this toolkit will help you prepare an estimate. It lists all of the major expenses involved in creating a high-quality webinar. To access the expense calculators as an Excel files, please see Section 8.

STEP #4

DETERMINE CONTENT

After you have all the technical stuff in place and you know what your webinar will cost you, it's time to focus on content. This is the heart and soul of your webinar.

What are the topics? Who will be the presenters? See below for help with those aspects of the process.

A quick pointer: Keep your target audience in mind. A webinar geared toward people with limited technical skills should not be filled with jargon that leaves them dazed and confused.

It's also important to keep time constraints in mind. Don't cram too much into a limited timeframe. Make sure to leave enough time for a Q&A period — if that's on your agenda. And always do a full test

run to work out the kinks and make sure your material doesn't take longer than you expect.

Logistics may play a role here. For example, if all of your presenters need to be in the same physical location, that will limit your choice of speakers.

Tip: Give people what they want.

In a 2007 MarketingSherpa survey, tech buyers ranked the most important webinar variables. Here are the top six items on their wish list, by popularity:

1. Practical, useful information
2. Length of 45 minutes or less
3. Discuss issues first, then products
4. Discuss high-level strategy
5. Stick to the product - I understand the big picture
6. Allow enough time for questions

The results from this survey were very similar to when we first asked the same question nearly two years prior. Basically, technical buyers favor tactical information over strategic, short over long and want time for questions.

STEP #5

MAKE PROMOTION A PRIORITY

You need to promote your webinar as heavily (and through as many channels) as possible. The good news: Your audience is out there and eager to participate in your webinar.

47% of business technology buyers attend webinars more frequently now than they did two years ago, according to MarketingSherpa data.

Most of these people don't have ESP, though, so they won't know about your webinar unless you tell them.

More good news: The how-to guide on promotions in this toolkit offers a host of specific tips on promoting your webinar. It focuses on using your website, email, blogs, fellow workers, the media and paid advertising to contact people.

STEP #6

EXECUTE YOUR EVENT

OK, you've planned, promoted and perhaps even panicked a little bit. Now the moment has arrived, and it's time to actually host the webinar. Hopefully, you're feeling confident that the resources in this toolkit have prepared you well.

If you used the timeline and checklist to keep you on track, you should have covered all your bases and remembered all the important tasks. But a webinar is like putting on a play or broadcasting a live TV show.

Conducting a dry run with speakers a day before the event — call it a dress rehearsal if you like — will show you exactly where you stand and can help you eliminate any last-minute technical snags.

STEP #7

EVALUATE RESULTS

Congratulations! Your webinar went off without a hitch. But how do you know if it was a success? This is why it was important to determine the way you wanted to measure your results during the planning stage.

There are some common methods of measuring success:

- Lead generation stats
- Response rates: number of attendees who took advantage of special deals or offers promoted in webinar

- Clickthrough rate for URL(s) mentioned in webinar
- Positive feedback as obtained via post-event survey
- High retention rate: few, if any, attendees dropped out midway through webinar (this will be easy to track if your vendor provides event-related stats)
- Indication of follow-up action: again, this will be determined via post-event survey

What if you didn't reach your target benchmarks? Don't despair. You might be able to offer a repeat broadcast of your webinar (think of it as an encore presentation). Or, perhaps, you can keep it available on your site for repeat viewing, which may help you meet those goals.

SECTION 2: TECH 101

Some marketers can be intimidated by the prospect of holding a webinar because of some of the technical challenges.

Fear not. Webinars are easier than you think. Many marketers probably have already mastered most, if not all, of the required skills involved.

WHAT DO YOU NEED TO KNOW?

How much tech knowledge do you really need? Probably much less than you think.

This is especially true if you are using a full-service vendor. Many of the major vendors take care of many of the technical tasks for you, or they can walk you through all of the steps and show you what you need to do. They may also provide technical tutorials or screen shots that show you what to do.

If your vendor provides a professional moderator or organizer, they will generally handle most of the technical tasks for you. (Expect an added fee, but it could be worth it).

THE LEAST YOU NEED TO KNOW

There are a few basic things you need to know to present almost any webinar. These include:

POWERPOINT

To assemble and present your slide show, you'll need to know the basics of PowerPoint. Chances are, you've already used PowerPoint. If not, most people find it pretty easy to learn.

HTML SLIDE SHOW

It's also a good idea to learn how to assemble an HTML slide show. The advantage: HTML slide shows involve smaller-sized files. Plus, some of your attendees may not have PowerPoint on their computers, so HTML would be helpful to them.

You'll find step-by-step info on creating an HTML slide show here:
<http://thewebinarpros.com/html-slide-show.htm>

You may also want to check out Click to Convert, a program that lets you create HTML slides from almost any type of document:
<http://www.clicktoconvert.com/>

TELEPHONE

This is an easy one. You know how to use this. So does everyone else. Most likely, your speakers will be able to participate simply by speaking into a handset or headset. Although some vendors require speakers to use a computer microphone, this is not ideal because it often leads to poor sound quality.

SYSTEM REQUIREMENTS

You need to make sure the computer(s) being used by the host or moderator meet the necessary system requirements. These are generally similar to the requirements for participants, but may include a few extras.

Common requirements include Windows Media Player (or a similar type of media utility); PowerPoint and, perhaps, Java.

Tip: Depending on your vendor, you may be required to download certain programs before hosting the webinar.

RECORDING REQUIREMENTS

For recording purposes, you may need a few additional tools. There are firms that specialize in selling webinar audio recording packages, with all kinds of fancy microphones and equipment.

They may be a worthwhile investment if you host a large number of webinars, or if you want the absolute best sound quality. For most users, though, it's probably overkill. Generally, you'll need to install a sound card (if you don't already have a sufficient one) and you will also need to configure an audio input device like a microphone.

DECISIONS, DECISIONS

In preparing for your webinar, you will have to make a few decisions that will dictate how complicated the process will be for you.

AUDIO OPTIONS

Do you want streaming audio or a teleconference call? Your decision will be influenced by your vendor.

If your vendor provides streaming audio at an affordable cost (or better yet, for free), you would probably want to use it. The sound quality is generally very good. It's best, however, to offer streaming audio in addition to — not in place of — a teleconference line.

Even though most participants prefer streaming audio, you should still offer the teleconference option in case their computers cannot handle streaming audio (or maybe they simply prefer using a telephone).

Make sure you know exactly how to set up the conference line beforehand.

INTERACTIVE ELEMENTS

This is often where things can get tricky.

By adding interactive elements (polls, chat, etc.) you may make your webinar more exciting, but you also raise the technical workload.

You also increase the risk that attendees will run into technical problems, possibly becoming frustrated. If your vendor offers these extras, they'll probably also provide instructions on how to use them.

Be sure the moderator or host plus and at least one or two other people involved in the webinar become familiar enough with the interactive elements to feel comfortable using them and explaining them to participants.

SECTION 3: PRIMER ON COSTS

When planning your webinar, cost is an important consideration. Your budget will help you determine how big and bold your webinar can be and how many participants you can allow.

Ideally, you should determine your budget early in the webinar-planning stage. Costs will dictate many of your decisions. Vendor prices vary widely, for instance, and many of them offer “extras” for additional fees.

PLAN YOUR COSTS

The trickiest part of planning your costs is determining exactly what you’ll get for your money. Each vendor seems to have their own approach to pricing. Some offer “flat fee” packages (with extras available on an a la carte basis) while others charge per-minute or per-person fees.

With so many fluctuations in pricing and offerings, it’s difficult to compare apples to apples. You will have a big advantage if you compile a list of exactly what you want or need along with other details, such as the number of participants you expect. This will help you match up the vendors’ offerings and calculate the true price of your event.

Note: See our list of vendors in Section 8 of this toolkit for details about the pricing plans offered by several popular vendors.

BASIC COSTS

Your initial cost will be the vendors’ charge for the basic service involved with hosting and broadcasting the webinar. This can vary widely. Flat-fee packages make things easier from a budgeting standpoint.

If you are new to webinars (or have limited in-house resources and IT staff), it's a good idea to look for a vendor who provides as much help as possible.

Bottom line: You're looking at prices ranging from \$55 (the monthly fee for WebEx, with a 200-participant maximum) to Infinite Conferencing's price of 7.5 cents per minute, per user — with lots of other vendors falling all over the price spectrum.

Note: If you plan to hold numerous webinars, a monthly or annual subscription may be your best bet.

EVALUATE THE EXTRAS

Most vendors offer lots of extra services — for extra fees, of course. This is where your costs can add up. For example, some vendors charge several hundred dollars to record your webinar while other vendors throw this feature in for free.

Typical extras: teleconferencing charges (usually charged on a per minute/per user basis), fees for recording/reporting services, and extra charges for the use of bells and whistles like streaming audio/video, Flash and 3D elements.

Before you agree to any extra services, be sure you need (and know how to use) them. Also, be sure you are very clear about the exact charges involved.

OTHER EXPENSES

Don't overlook any expenses involved with producing your webinar. If you're hiring outside speakers, for example, you need to factor in their fees.

RECOUPING YOUR INVESTMENT

Let's discuss your ROI. One way to recoup your costs is to charge webinar participants a fee. This is a risk, though, because you will greatly reduce the interest among would-be participants.

A better strategy is to try and recoup your investment by way of increased business. Encourage webinar participants to take advantage of special deals.

By providing them with a unique link or toll-free number, or instructing them to mention a special discount code, you can easily determine exactly how many customers appeared as a direct result of the webinar.

SECTION 4: CHOOSING A VENDOR

When choosing a vendor, you basically need to consider two factors: price and capabilities.

PRICE

Your budget can put some vendors out of your reach. Compare the different pricing plans: Some are calculated on a per person or per minute basis; you may also be able to subscribe on a monthly/annual basis.

CAPABILITIES

Make sure the vendor(s) you choose can provide what you need. Questions to ask yourself:

- Are your in-house IT people able to handle any parts of the process?
- Do you need a vendor who can do it all for you?
- Do you want special extras, like streaming audio/video and 3D graphics?

QUESTIONS TO ASK VENDORS

To narrow down your vendor choices, here are some questions to ask them:

- What pricing plans do you offer?
- Can we save money if our IT people can handle some tasks?
- Do you offer automatic e-mail reminders?
- Can we customize the registration page, and other pages?

- What special features can you provide, and do those cost extra?
- What's included in the event reporting?
- Can we record the event and host the file on our own servers?

SECTION 5: CHOOSING YOUR SPEAKER

Your webinar is only as good as the speakers involved in it. You should choose your candidates carefully. Your topic(s) and goals will, in large part, dictate your choice of speakers.

FINDING A SPEAKER

IN-HOUSE OPTIONS

When considering would-be speakers, start in your own backyard. Your company CEO, executives, department heads or other personnel may be outstanding choices.

Keep in mind: Just because someone knows a lot about a particular product, service or issue doesn't necessarily mean that they can explain it in an interesting and helpful way.

OUTSIDE SPEAKERS

You may need or want to enlist outside experts for your webinar. Whatever their profession or background, they should have webinar experience.

If possible, watch an archived broadcast of one of their previous webinars to get an idea of their style and abilities. Trade organizations and speakers bureaus are both good resources for locating speakers.

You may want to establish some criteria listing your most important qualities in a speaker. This will help you find a great match.

WEBINAR PROS

Some vendors offer their own group of event presenters or moderators who can help with your event. These people will have considerable webinar experience and can be a great asset, but that usually will involve an extra fee — which can vary widely.

PREPARING THE SPEAKER(S)

Two strategies you can use to ensure greater success from your speakers:

STRATEGY #1. PREPARATION

Give the speaker as much preparation as possible. This may include walking them through a “dry run” of the event.

If they are unfamiliar with the webinar process, perhaps you can arrange for them to participate in one or two webinars as an attendee to help them learn about the process.

STRATEGY #2. INFORMATION

Arm them with as much information as you can about the event and its participants. Provide as many details as possible about the webinar’s agenda: topics to be covered, tone (lighthearted, casual, serious, etc.), time limits, etc.

You should also share as much insight as possible about the participants who will be attending. If the webinar is targeting people with limited tech skills or an unfamiliarity with the topics, be sure the speakers tailor their materials accordingly.

EVALUATING SPEAKERS

Once your event is over, it’s a good idea to evaluate your speakers (this is often for your own internal reference, and probably wouldn’t be shared with the speakers). Refer back to the criteria you established and see how the speakers stacked up against your “wish list” issues.

If you survey the participants, you may want to ask questions specifically related to the speakers, to elicit the most helpful feedback.

FOUR TIPS

Tip #1. Webinars require a specific set of skills and talents. Someone who is great at giving in-person speeches may not do so well in a webinar format. If possible, try putting your would-be speakers through a test run in a webinar environment.

Tip #2. It's important that webinar speakers be comfortable with the technological aspects of this venue. They don't need to be techno-wizards, but they should know their way around a PowerPoint demonstration. Offer to give speakers a crash course in the technology if it makes them feel more comfortable.

Tip #3. Alternate speakers for variety (and to give each speaker a break). Ideally, no single speaker should talk for longer than 15-20 minutes without interruption.

Tip #4. Don't overlook the importance of the moderator. A good moderator can put everyone (including nervous speakers) at ease. They can also help the event flow smoothly, and can help do damage control should a speaker run into a problem. Moderators should be upbeat and energetic, and perhaps even make things fun (if appropriate, depending on the topic).

SECTION 6: PROMOTING YOUR WEBINAR

You may be planning the greatest webinar the Web has ever seen, but it won't help you reach your goals if nobody knows about it.

Promoting your webinar must be a key component of your planning. Here are six strategies to consider:

STRATEGY #1. USE EXISTING TOOLS

Web site. Your webinar should be prominently mentioned with an ad on a main section of your Web site. That's a no-brainer.

Email. If you already send out regular print or online newsletters, it's another no-brainer to include details about your upcoming webinar.

With online newsletters, always include a link to a registration page. Be sure to take advantage of your existing contact lists (send an e-mail blast to current customers, for example).

HOW TO PROMOTE YOUR WEBINAR - 3 TIPS

Tip #1. Go easy on the high-tech bells and whistles. Including fancy elements in your e-mail may cause problems for recipients with low-tech systems. Besides, too many busy elements can be just plain annoying.

Tip #2. You should include "unsubscribe" instructions so people can stop receiving future emails, should they so wish. (Don't take it personally. It happens to all of us.)

Tip #3. Put some thought into the number and frequency of your pre-webinar emails. You want to stay on people's radar screens - but not end up on their "blocked" list because they're sick of hearing from you.

TIMELINE

Your exact timeline for mailing may vary, but generally you would follow a schedule similar to this:

- Invitation: If you are recruiting participants via e-mail, your first contact would be an invitation asking people to register. Obviously, you should tout the benefits to attendees, but keep it short and sweet (bullet points are a good approach).
- Confirmation: Sent immediately following registration.
- “Don’t Forget” prompt: Reminder email a day or two prior to event. This note should also list specific technical requirements necessary to participate (thus giving ample time to download any necessary updates). Ideally, you should include a link to a test page where registrants can double-check their computer for these requirements.
- Final reminder: Last-minute reminder the day of event.
- Post-event email: Follow-up note to thank attendee for participating. Should also include prompt to join newslister, or a schedule of other upcoming events. Also, if an archive of the webinar will be available online, include a link (and encourage participants to share it with friends). Again, include unsubscribe instructions.

BLOGS

Make sure any bloggers among your executive team mention the webinar. If any of your speakers have blogs, remind them to mention the webinar as well.

STRATEGY #2. GET YOUR EMPLOYEES INVOLVED

Be sure your sales force and customer service reps have all the details about the webinar. They can spread the word when dealing with current and potential customers. Obviously, they should emphasize any special deals or promotions available to webinar participants.

Depending upon your webinar topic, it may be smart to get other company departments involved. For example, if your webinar would be of interest to HR professionals, have your HR staff spread the word to their colleagues and friends.

STRATEGY #3. ALERT THE MEDIA NEWS BLASTS

Send a “news alert” to appropriate publications and Web sites that you know would be interested in your webinar. Do your research: Contacting inappropriate editors is a timewaster for both of you. Give plenty of advance notice (especially important for print publications).

PRESS RELEASES

Some people consider press releases old-fashioned. We prefer the term “classic.” The point is, press releases still work, if handled correctly. Some tips:

- Distribute your press release via a service like Business Wire or PR Newswire. It will be sent to all the major news sites, including Yahoo News and Google News, and you pay one flat fee for the distribution.
- Use carefully chosen keywords in your headline. Good choices include your company name, popular terms associated with your industry, and the name of your CEO (or other executives participating in the webinar).
- Include a hotlink – ideally, with a special offer connected - in your first paragraph. It is most likely to be seen there by people who might just give the release a quick look.

CALENDAR OF EVENTS

If a publication has a calendar of upcoming events, send details on your Webinar to the editor of that listing as well.

STRATEGY #4. SEEK OUT APPROPRIATE ONLINE VENUES

To reach your target audience, you need to go where they hang out. Start with professional associations or trade groups related to your topic or industry. Look for online groups or message boards related to that topic, or discussion lists that cater to the type of people you want to reach.

Stress special offers, as well as the educational value of the webinar. Be sure to ask permission first before posting any ads, and use care to avoid any spam-like moves.

STRATEGY #5. RENT A MAILING LIST? MAYBE

Renting a mailing list can be a crapshoot. For one thing, the data may be incorrect or outdated. More important, with email lists, you face the risk of spamming accusations or, at the very least, having your message flagged or deleted by spam filters.

Should you go this route, make sure your subject line doesn't include trigger words — such as "free" — that can set off spam filters.

STRATEGY #6. PAID ADVERTISING

If your budget allows, consider placing paid advertisements. Choose the outlets carefully, making sure they will reach your target audience. Depending on the venues you choose, this can be an affordable means of promotion. Ads in small, online newsletters, for example, can be inexpensive. Strategically placed banner ads may also be worthwhile.

SECTION 7: REGISTRATION PAGE

The registration page - sometimes called a landing page - can make or break your webinar. Don't underestimate the importance of a carefully planned registration page.

Three tips:

TIP #1. CUSTOMIZATION

Even if you are using a vendor that provides a standard registration page, customize that template as much as possible. Keep branding in mind. Be sure your company name and logo is prominently displayed.

TIP #2. PROVIDE IMPORTANT DETAILS

Don't waste people's time by allowing people to sign up for a webinar that won't benefit them, or that will be problematic for them to see or hear. If the webinar is targeted at participants with high-level technical skills or special expertise, say that up front. If it requires unusual tech requirements (or programs people cannot download quickly or easily) warn them as well.

TIP #3. DON'T BE TOO NOSY

You want to collect pertinent information without being annoying, so choose questions carefully. People won't want to spend much time — or divulge a lot of information — just to sign up, so limit questions to a precious few. Preferably fewer than five, definitely fewer than 10.

Here are two sample registration pages:

Sample 1

Special Clinic: Optimizing PPC Ads (LIVE)

Webinar Registration

Wednesday, July 30, 2008 – 4:00 to 5:00 p.m. EDT

Presenters:

- Dr. Flint McGlaughlin, Director, MarketingExperiments
- Jimmy Ellis, Director of Optimization Research
- Aaron Rosenthal, Director of Channels Research


Don't miss your chance to have your pay-per-click ads optimized in real-time by our team of experts.

This free, live optimization session will provide you with specific feedback, tactics and strategies you can apply immediately to improve results from your PPC ads and landing pages.


NOTE: To be considered for a live landing page and PPC ad review, you must include information about these pages when registering. (You may still sign up and attend without this information.)

System Requirements
PC-based attendees
Required: Windows® 2000, XP Home, XP Pro, 2003 Server, Vista

Macintosh®-based attendees
Required: Mac OS® X 10.3.9 (Panther®) or newer



Register for
Our Webinar



When:
Wednesday, July 30, 2008
4:00 PM - 5:00 PM EDT

Use the form on the right to reserve your Webinar seat.

* Indicates a required field

* **First Name:**

* **Last Name:**

* **Email Address:**

* **Organization:**

URL of landing page for live review:



1-3 top performing keywords for your PPC ad to this URL:

1-3 underperforming keywords for your PPC ad to this URL:

Optimization steps you've already taken for the campaign:

Register Now

Sample 2

<p>Free Online Webinar: Marketing Success with Google AdWords</p>	 
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Perry Marshall's Success with Google AdWords Webinar

Perry Marshall reveals strategies to help you drive sales with Pay Per Click ads.
Wednesday, March 29, 2006
at 3:00 P.M. Eastern U.S. Time

This webinar will demonstrate and simplify opportunities for businesses and individuals to take advantage of Google AdWords for their online marketing strategies. The webinar will also offer unique ways in which the latest web conferencing solutions can enhance these online campaigns. This highly informative webinar will present:

- An outline of the Google AdWords program and some of its most effective uses
- A discussion of common mistakes when using Google AdWords in a marketing campaign Three best practices for using Google AdWords through a variety of case studies
- A demonstration of the unique tools available today for making the most out of your marketing campaigns

Learn how to maximize the effectiveness of your Google AdWords marketing in this free webinar by Perry Marshall, internet marketing expert.

Please complete all fields then click the Register button. (* indicates a required field).

* First Name:	<input type="text"/>
* Last Name:	<input type="text"/>
* E-mail:	<input type="text"/>
* Re-enter E-mail:	<input type="text"/>
* Telephone:	<input type="text"/>
* Title:	<input type="text"/>
Company:	<input type="text"/>

1) How many Google Ad terms are you currently using?

1-5
 6-10
 11-20
 More than 21
 None currently

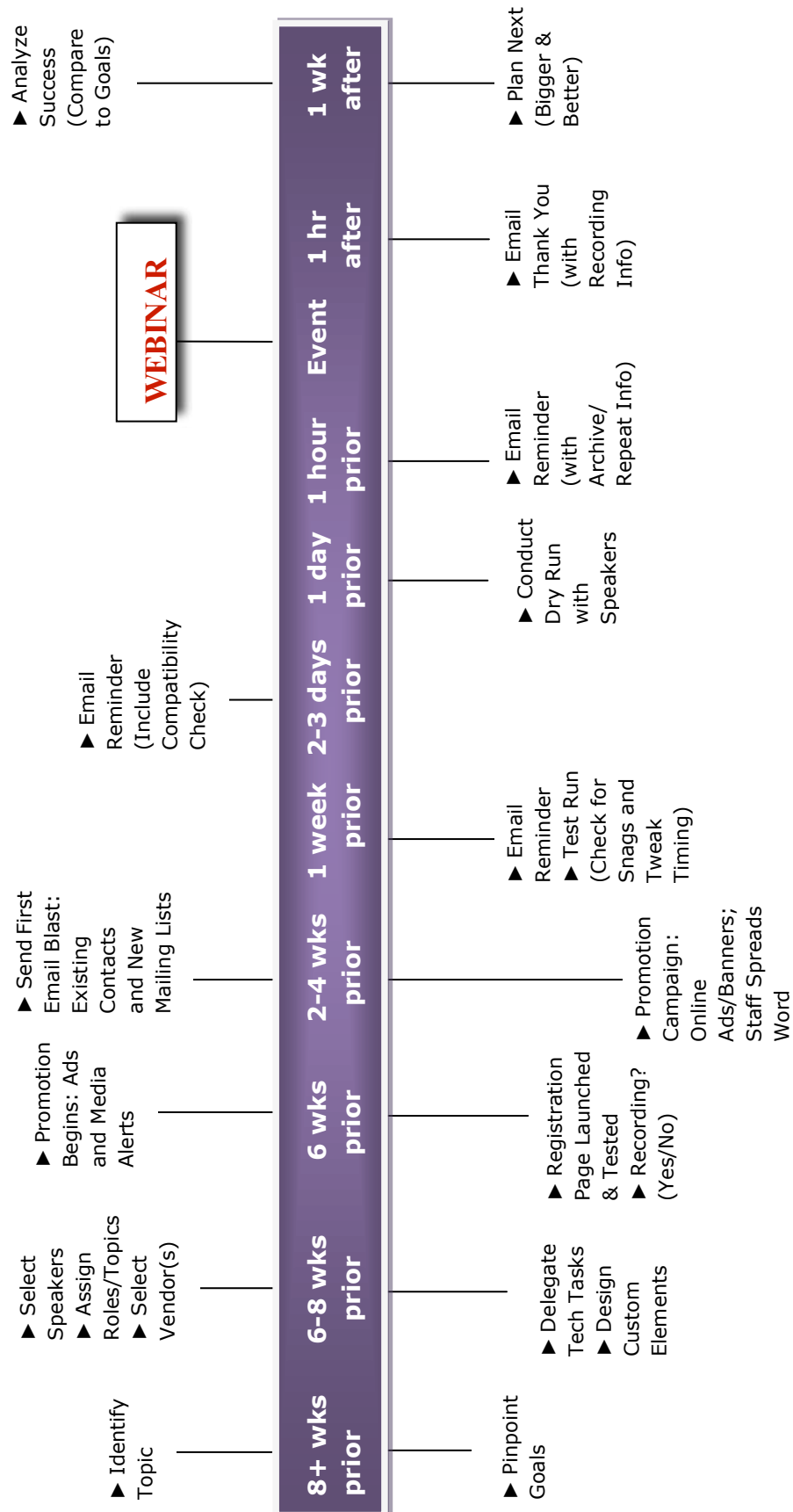
2) What is your biggest question about Google Ads?

3) What is your experience with webinars?

Attended Webinars
 Presented at Webinars
 Both Presented and Attended
 None

WEBINAR TIMELINE

A Planning
Schedule



To download: <http://www.marketingsherpa.com/charts/WebinarTimelinev4.doc>

EXPENSE CALCULATORS

1. To download a spreadsheet (Excel file) that will help you calculate a flat-fee based webinar: <http://www.marketingsherpa.com/charts/calculatorflatfee.xls>

Webinar Calculator

USE TO DETERMINE FLAT FEE COSTS

This calculator can help you determine a ballpark cost of your webinar(s) program. It is intended to serve as a general guideline - your exact costs may vary depending on your individual circumstances and added services/features. If your vendor charges a flat fee, use this calculator to figure out your cost per event. Also, enter your extra expenses and one-time costs to get a rough idea of your true total costs.

Monthly Vendor Fee	
Number of Events per Month	
Vendor Cost per Event	#DIV/0!
Per Event Extras:	
Speaker Fees	
Travel Expenses for Speakers	
Reporting Fee	
Recording Fee	
Audio/Video Fees	
Copywriting	
Location Rental	
Equipment Set-up/Rental	
Other Extra Charges	
Total Per Event Extras	\$ -
Total Cost Per Event	#DIV/0!
Monthly Cost for Extras	\$ -
One-Time Expenses:	
Software Purchases	
Equipment Purchase	
Other One-Time Expenses	
Total One-Time Expenses	\$ -

2. To download a spreadsheet (Excel file) that will help you calculate a webinar based on the number of users and the number of minutes:

<http://www.marketingsherpa.com/charts/calculatorperminute.xls>

Webinar Calculator

USE TO DETERMINE PER PERSON/PER MINUTE PLAN

This calculator can help you determine a ballpark cost of your webinar(s) program. It is intended to serve as a general guideline - your exact costs may vary depending on your individual circumstances and added services/features. If your vendor charges by the person and minute, use this calculator to figure out your cost per event. Also, enter your extra expenses and one-time costs to get a rough idea of your true total costs.

Cost Per Person Per Minute	
Number of People	
Length in Minutes	
Vendor Cost per Event:	\$ -

Per Event Extras:

Speaker Fees	
Travel Expenses for Speakers	
Reporting Fee	
Recording Fee	
Audio/Video Fees	
Copywriting	
Location Rental	
Equipment Set-up/Rental	
Other Extra Charges	
Total for Per-Event Extras:	\$ -

Total Cost Per Event	\$ -
-----------------------------	-------------

One Time Expenses:

Software Purchases	
Equipment Purchase	
Other One-Time Expenses	
Total One-Time Expenses:	\$ -

3. To download a spreadsheet (Excel file) that will help you calculate the total annual cost for your webinar program:

<http://www.marketingsherpa.com/charts/calculatortotalcost.xls>

Webinar Calculator

USE TO DETERMINE YOUR TOTAL ANNUAL COST

This calculator can help you determine a ballpark cost of your webinar(s) program. It is intended to serve as a general guideline - your exact costs may vary depending on your individual circumstances and added services/features. If your vendor charges by the person and minute, use this calculator to figure out your total annual cost.

Monthly Vendor Fee	
Annual Vendor Fee	\$ -
Per Event Extras:	
Speaker Fees	
Travel Expenses for Speakers	
Reporting Fee	
Recording Fee	
Audio/Video Fees	
Copywriting	
Location Rental	
Equipment Set-up/Rental	
Other Extra Charges	
Total Per Event Extras:	\$ -
Number of Events	
Annual Cost of Per-Event Extras	\$ -
One-Time Expenses:	
Software Purchase	
Equipment Purchase	
Total One-Time Expenses:	\$ -
Total Cost	\$ -

CREATIVE SAMPLES & REAL-LIFE SAMPLES

Use this link for real-life samples of webinars:

<http://www.marketingsherpa.com/cs/toolkit/study.html>

Use the links below to use templates for sample emails:

- Thank You Email: <http://www.marketingsherpa.com/charts/register/sampleemail.doc>

Your LOGO Here

Dear XXXXXXXX,

Thank you for participating in our recent webinar (*Webinar name*). We hope you found it helpful and informative.

As a webinar participant, you are eligible to take advantage of this special promotion:
(Enter details and URL and/or phone number)

FOR REPEAT VIEWING:

Want to watch the webinar again? If you forgot something that was mentioned (or missed a portion of the webinar), don't worry - the broadcast will be available for repeat viewing at:
(Enter archive URL)

Recorded version will be accessible until *(Final date to access the recording)*

TELL A FRIEND:

If you found the webinar helpful and think a friend or colleague would also benefit, we encourage you to forward the above URL along to them.

FUTURE EVENTS:

To receive updates about upcoming webinars and other events, please subscribe to our mailing list:
(Enter mailing list email address or URL)

(Your name, title, company information)

- Missed You Email:

<http://www.marketingsherpa.com/charts/missedyousampleemail.doc>

Your LOGO Here

We Missed You!

We're sorry you were unable to take part in our recent webinar (Title). We covered many topics which we hope participants found helpful and informative, including:

- (Highlight #1)
- (Highlight #2)
- (Highlight #3)

IT'S NOT TOO LATE:

Filled with regret at missing our webinar? Don't worry, you can catch an encore presentation.

The broadcast will be available for repeat viewing at:

(Enter archive URL)

Recorded version will be accessible until (Enter deadline to access the recording).

SPECIAL OFFER:

Just a reminder, as a webinar participant, you are eligible to take advantage of this special promotion:

(Enter offer details and URL and/or phone number)

TELL A FRIEND:

If you think a friend or colleague would also benefit from the webinar, we encourage you to forward the above URL along to them.

FUTURE EVENTS:

To receive updates about upcoming webinars and other events, please subscribe to our mailing list:

(Enter mailing list email address or URL)

(Your name, title, company information)

- Reminder Email:

<http://www.marketingsherpa.com/charts/remindersampleemail.doc>

Your LOGO Here

Just a Reminder ...

Thank you for registering for the webinar ***(Title)*** scheduled for ***(Date)*** at ***(Time)*** EST, ***(Time)*** PST. Please save this email as it contains important information about your ***(Company and/or Vendor Name)*** Web event.

PARTICIPANT LOGIN INSTRUCTIONS:

Please login 5-10 minutes prior to event start time

- Go to ***(Enter URL here)*** and ***(Include instructions here)***
- ***(More log-in info)***
- ***(More log-in info)***

TEST YOUR COMPUTER:

Please test your computer **PRIOR** to the event to ensure you can view the event successfully. You can test your computer NOW by going to:

(Enter URL for test here)

Audio for this program will be streamed via your computer. The test link above will test your computer's ability to receive web audio via Macromedia Flash. If you need to download the free Macromedia Flash player, go to <http://www.macromedia.com/go/getflashplayer>.

(Mention any other tech requirements here)

TECHNICAL SUPPORT:

If you need technical support prior to or during the event, you mail email **XXXXXXXXXX** or call **XXXXXXXXXX**.

TELL A FRIEND:

Know someone else who might be interested in this webinar? Please encourage them to register at:

(Registration page URL)

(Your name, Title, Company)

LIST OF VENDORS

Convenos

<http://www.convenos.com>

Maximum number of participants: Professional edition allows 99 seats (including host); Standard edition allows 20.

Price: Professional Edition costs \$1200 per year; Standard Edition is \$300 per year

Special features: Whiteboard, media and chat features are included, as are slide, file, desktop and application sharing. On-demand polling is available, along with numerous other features. They offer integrated audio with Skype, or you can input your own audio solutions.

Customizable registration/landing pages: Yes, somewhat

Customizable email invitations: Yes

Automatic reminder emails: No

Event reporting: Yes

Recording: Yes

GoToWebinar

<http://www.gotowebinar.com>

Maximum number of participants: Up to 1,000

Price: \$948 per year or \$99 per month for unlimited use (add toll-free conference calling for \$.04 a minute).

Special features: Chat, Q&A, polling, post-webinar surveys and attendee monitoring

Customizable registration/landing pages: Yes, including ability to upload customer's logo

Customizable email invitations: Yes

Automatic reminder emails: Yes

Event reporting: Yes. Also provides details on attendees ranked by their level of interest.

Recording: A DIY system. Event host must have a sound card installed on their computer and an adapter to record from their phone line to their PC. Files can then be hosted and edited by customer.

Extra Info: Subscription to GoToWebinar includes use of Citrix's GoToMeeting so hosts can offer follow-up events with smaller groups.

iLinc

<http://www.ilinc.com>

Maximum number of participants: Unlimited

Price: Various pricing plans, ranging from 10 cents per minute for "light collaboration" mode, to 30 cents per minute for "full collaboration mode"

Special features: Chat, Q&A, polling, surveys, application sharing, attendee monitoring

Customizable registration/landing pages: Yes

Customizable email invitations: Yes

Automatic reminder emails: Yes

Event reporting: The basics, plus records of interaction with attendees (questions, poll responses) and post-event surveys.

Recording: Yes

Infinite Conferencing

<http://www.infiniteconferencing.com>

Maximum number of participants: Unlimited

Price: 7.5 cents per minute, per user, or flat monthly fee of \$200 for up to 50 users

Special features: Chat, Q&A, application sharing

Customizable registration/landing pages: Yes, for additional charge

Customizable email invitations: Yes

Automatic reminder emails: Yes

Event reporting: Yes, plus optional post-conference survey for an extra charge

Recording: Optional, for an extra charge

MeetingBridge

<http://www.meetingbridge.com>

Maximum Number of Participants: 1,000

Price: 15 cents per minute per user (not including cost of teleconference line, which is 12 cents per minute per user) For recurring webinars, the cost is less. For example, to conduct a 500-connection webinar once a month the cost would be \$5,000 per session or \$10/person; at once a week the cost would be about \$2,500 per session or \$5/person.

Special features: Chat, text messaging, Q&A, polling

Customizable registration/landing pages: Yes (creating branded landing page is included in the basic fee)

Customizable email invitations: Yes, for additional fee

Automatic reminder emails: Yes, including customizable templates

Event reporting: The basics, including ability to see who opened email but didn't register

Recording: Yes, for extra fee (\$300 for first hour; \$150 for each additional half-hour)

Note: Offers event specialists to help customers prepare and host webinars

MegaMeeting

<http://www.megameeting.com>

Maximum number of participants: Unlimited

Price: Varying pricing options, ranging from \$45 per month for three-person capacity, to \$499 per month for up to 100 users; also has a

“pay as you go” plan which involves a set-up charge and per minute fees

Special features: Q&A, polling, surveys, interactive noteboard, streaming audio and video.

Customizable registration/landing pages: Yes

Customizable email invitations: Yes, with certain packages

Automatic reminder emails: No

Event reporting: The basics

Recording: Optional, for extra fee

ON24

<http://www.on24.com>

Maximum number of participants: Unlimited

Price: Varies depending on customization options

Special features: Q&A, chat, polling, customizable interface that's scalable up to thousands of live attendees, no downloads required

Customizable registration/landing pages: Yes

Customizable email invitations: Yes

Automatic reminder emails: Yes

Event reporting: Yes, real-time reporting and lead scoring

Recording: Yes. Complimentary three-month archive

Note: Offers event management service to help train presenters and run event. Also offers full suite of marketing solution, including lead generation

ReadyTalk

<http://www.readytalk.com>

Maximum number of participants: 2,000 (350 for application sharing/demo mode)

Price: \$49 per month for up to 15 attendees; unlimited monthly usage rates available; prices vary widely depending upon the user's needs

Special features: Chat, Q&A, application sharing

Customizable registration/landing pages: Yes

Customizable email invitations: Yes, integrated with Outlook

Automatic reminder emails: Yes

Event reporting: The basics, plus post-event feedback survey

Recording: Yes

Vcall

<http://www.vcall.com>

Maximum number of participants: Unlimited

Price: Varies widely depending upon needs. An example: an hour-long event with 50 users, streaming audio and a 90-day archive would cost around \$695. Clients who host numerous events, or those who commit to a certain number of events in a 12-month period, can take advantage of special rates

Special features: Q&A, polling, survey, application sharing, online collaboration tools

Customizable registration/landing pages: Yes

Customizable email invitations: Yes

Automatic reminder emails: Yes

Event reporting: The basics, plus attendees' use of interactive features and post-event surveys

Recording: Yes

Webcast Group

<http://www.webcastgroup.com>

Maximum number of participants: 20,000

Price: Charges per-event fee which varies depending upon number of users

Special features: Chat, polling, Q&A; attendee monitoring

Customizable registration/landing pages: Yes

Customizable email invitations: Yes, integrated with Outlook

Automatic reminder emails: Optional

Event reporting: The basics

Recording: Yes, extra fee for hosting/streaming

Note: Offers event management service to help train presenters and run event

WebEx

<http://www.webex.com>

Maximum number of participants: 3,000

Price: \$55 per month for up to 200 participants; 12 cents per minute/per user for toll-free call-in line

Special features: Q&A, polling, Flash, 3-D objects, streaming audio and video, attendee monitoring

Customizable registration/landing pages: Yes

Customizable email invitations: Yes, integrated with Outlook and Lotus Notes

Automatic reminder emails: Yes

Event reporting: The basics, plus user feedback form

Recording: Yes

GLOSSARY

Archived webinar: Previously-presented webinar, available for viewing for a specific time (possibly for a fee).

Attendee (aka participant): A webinar participant or audience member. Depending upon the level of interactivity, may be able to ask questions or take a more active role.

Host: The person(s) who created the meeting. They usually have the most “power” as far as controlling attendees’ access and settings.

Moderator: Sometimes the same as the host. The moderator generally makes the opening remarks and introduces speakers. They may also handle any Q&A segments.

Presenter: May be the same as a host and/or speaker. Depending on situation, may have varying levels of technical control.

Q&A: Ability of participant to ask questions through various means (including submitting them in advance or asking them live during webinar); host may include time in webinar schedule for Q&A portion.

Reporting: Data related to the webinar and its participants; examples of reporting data includes number of participants and level of interest.

Speaker: Person who presents information during the webinar. May not have full technical control (the ability to manage attendees’ permissions and access, for example).

Teleconference line: Phone line (may be toll-free for users) which allows participants to hear the audio elements and possibly ask questions.

Webcast: Online presentation which does not offer interactive elements.

Webinar: Short for Web-based seminar; a workshop or presentation which is broadcast live via the Internet; often involves interactive elements.

About MarketingSherpa LLC

MarketingSherpa LLC is a research firm publishing Case Studies, benchmark data, and how-to information read by hundreds of thousands of advertising, marketing and PR professionals every week.

Praised by The Economist, Harvard Business School's Working Knowledge Site, and Entrepreneur.com, MarketingSherpa is distinguished by offering practical, results-based marketing information researched and written by a staff of in-house reporters.

MarketingSherpa's publications, available at www.MarketingSherpa.com, include:

- 840+ Case Studies on marketing from Agilent Technologies to Xerox, searchable by company or topic.
- Annual Benchmark Guides featuring primary research and collected "best of" secondary research on statistics related to search marketing, email marketing, online advertising, ecommerce and business technology marketing.

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MarketingSherpa Summits

MarketingSherpa also hosts annual Summits. This year's include:

- B-to-B East Coast 2008 Summit – October 5-7, 2008 – Boston, MA
- B-to-B West Coast 2008 Summit – October 26-28, 2008 – San Francisco, CA
- Email Summit '09 – March 15-17, 2009 – Miami, FL
- Selling Online Subscriptions Summit '09 – May 2009, New York City, NY

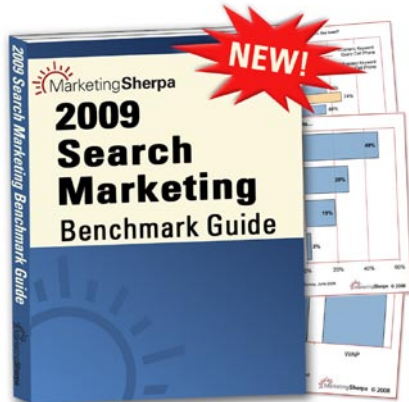
Contact MarketingSherpa:

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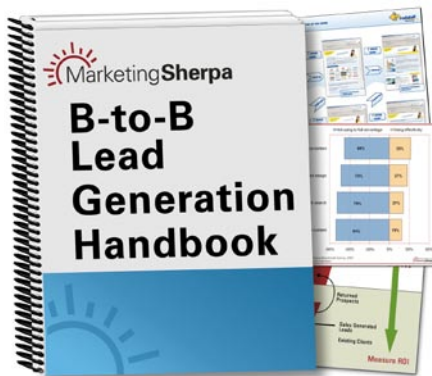
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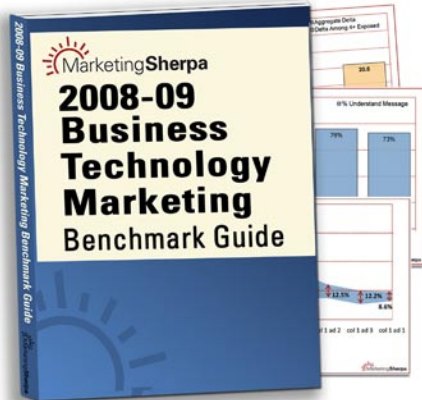
275 pages. Published July 2008 by MarketingSherpa; \$397 for instant PDF download plus printed copy.



MarketingSherpa 2008-09 B-to-B Lead Generation Handbook

Practical instructions to generate, qualify and nurture new business leads. Features dozens of case studies and real-life samples you can use to inspire your own demand generation campaigns. Includes proven marketing for high tech, professional services, and manufacturing, via traditional media, the Internet and Web 2.0. Plus bonus tips on how to make the Sales Department your best friends.

531 pages. Published June 2008 by MarketingSherpa; \$497 for instant PDF download plus printed copy!



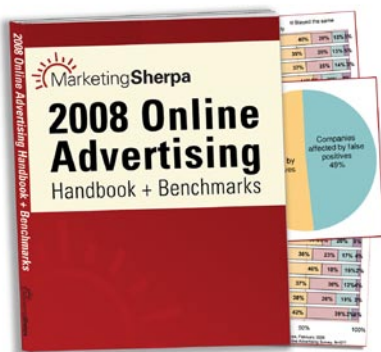
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For more information, contact Customer Service at (877) 895-1717 or service@sherpastore.com

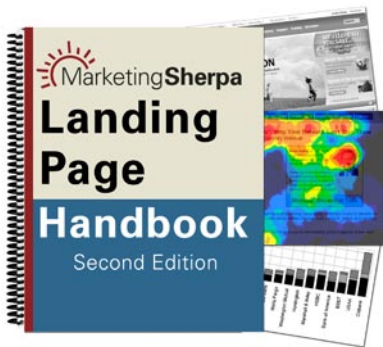
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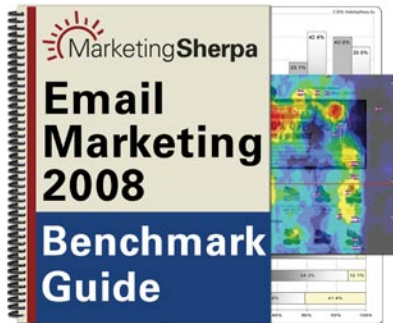
213 pages. Published March 2008 by MarketingSherpa; \$497 for instant PDF download plus printed copy!



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Newly updated and expanded for 2008, MarketingSherpa's bestselling Landing Page Handbook helps you raise conversions by up to 55% or more for search, email, and ad campaigns for lead generation, ecommerce, and even blogs. Includes: page design & copy instructions; 54 stat & data charts; 114 samples of landing pages to copy; help for search, email, B-to-B, ecommerce, blogs & lead generation conversions

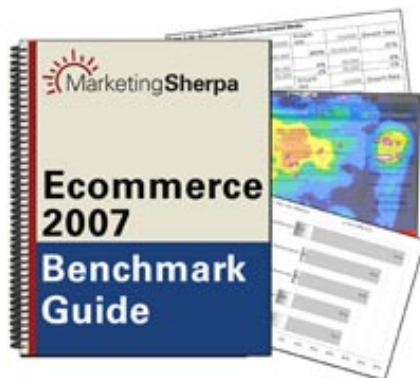
273 pages. Published November 2007 by MarketingSherpa; \$497 for instant PDF download plus printed copy!



MarketingSherpa Email Marketing Benchmark Guide 2008

Complete with all new research, Marketing Sherpa's fifth annual Email Marketing Benchmark Guide delivers the fact-based data you need to compare your Email campaigns with others. Includes: Results from in-depth survey of 1,210 marketers with hands-on Email experience; 260 charts, 12 images and 9 new eyetracking heatmaps + 4 new special reports

328 pages. Published December 2007 by MarketingSherpa; \$347 for instant PDF download plus printed copy!



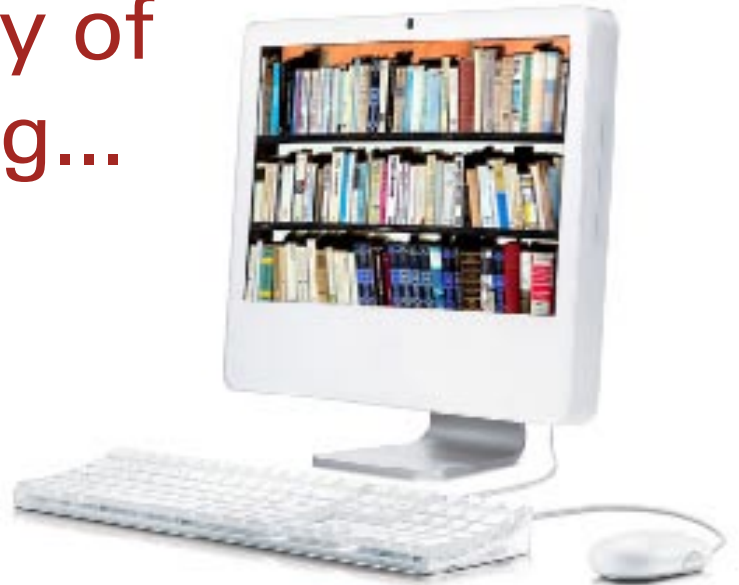
MarketingSherpa Ecommerce Benchmark Guide 2007

Practical ecommerce data to help you improve shopper-to-buyer conversions. All-new Guide features: 98% new content; 223 charts & tables; 1,913 ecommerce marketers own data; Survey results from heatmaps 2,449 online shoppers; New eyetracking incl. Best Buy, Circuit City & Wal-Mart

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