Best practices for webinars

Creating effective web events with Adobe® Connect™

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Webinars have many different uses in the business world. You may conduct public webinars to showcase your company, products, or services, and to collect potential sales leads. You may conduct free or fee-based training for customers or employees. Perhaps you offer general business education seminars that establish your thought leadership on a topic. Or you may hold special limited-access web meetings for investors, press, industry analysts, and other groups.

Whatever your reason is for hosting a webinar, there are things you can do to increase attendance, engage your audience, and make the event more successful at advancing your business goals. This white paper offers a set of best practices you can apply to your events to make you more effective at planning, administrating, delivering, and benefitting from them.

Balancing perspectives

The single most important tip is to approach your work from the audience's perspective. This philosophy should influence everything from initial planning, content preparation, delivery style, to follow-through after the event. You will see the idea of audience perspective incorporated in many of the guidelines highlighted throughout this paper.

That is not to say that your own goals are unimportant. You should have a clear and explicit statement of intent for your webinar. Why are you hosting it in the first place? Look beyond the surface-level delivery of information. If you hold an educational event, it is obvious you want to educate your audience. But why do you want to educate them? What is the benefit your organization receives if the webinar is successful?

Here are some examples of webinar purposes that go beyond the obvious:

Incomplete goal	Benefits defined
We want to educate customers on the new product version.	We want to reduce the number of support calls we receive that could be avoided by having customers more familiar with the new product version.
We want to get sales leads.	We want to introduce potential customers to our services, get them excited about our company, and make them receptive to a sales call.

Notice that there is an implied measurement of success in a well-written statement of intent. You should be able to plan how you will test the achievement of your goal when the event is over. In the first example, you could check support case statistics to look for call reductions from attendees. In the second example, you could survey attendees and compare their responses to a control group of non-attendees. Or you could track responsiveness to initial sales calls among attendees and non-attendees.

Your goals influence the informational content you will provide. But your audience's perspective tells you how to frame and present that content to make it interesting and engaging for attendees.

Start with your title

The best way to look at this dichotomy is to examine the seemingly trivial task of picking a title for your webinar. Let's assume you are providing important information about new governmental regulations that affect your audience. You could pick a short, factual title such as "New Regulations for 2009." It tells prospective attendees what information will be presented, but not why they should care.

Step back and think about the title from the audience's viewpoint. Find a value proposition that resonates with their priorities. If you are presenting to workers, your title might be "How New Regulations Impact Your Health and Safety." Alternatively, if you are presenting to business owners, managers, and executives, you might choose a title like "How New Regulations Affect Your Business Operations and Profitability." In both cases, you have changed your event from something of academic, objective curiosity into something of personal, subjective interest.

Make sure to extend this same concentration on audience interests to your marketing and promotional activities. Banner ads, press releases, email invitations, and landing pages need to emphasize not just the information you will present, but why attending the event will add value to their personal or professional lives.

Building attendance

A great webinar is wasted if nobody is there to see it. How can you improve attendance at your online events? In this section we will look at best practices for getting audiences to register and show up for your presentation.

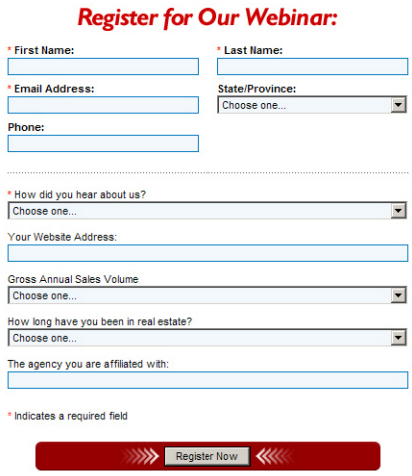
Abandonment rate
The percentage of people who visit a form, but do not complete and submit it.

Once somebody notices your advertisement, announcement, or email invitation, you need to drive them to complete a registration form. Many companies deprive themselves of potential audience members by making their registration forms too time consuming or intrusive. This leads to a high abandonment rate.

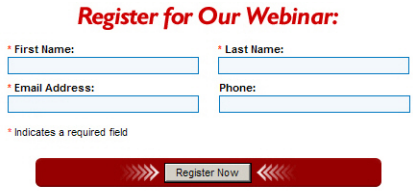
Reduce input fields

Every input field you place on a registration form acts as an incremental barrier to completion. You should view each piece of requested data with a jaundiced eye. Instead of asking yourself "What is every piece of data I might conceivably want to look up and analyze some day?" ask yourself "Do I absolutely, positively require this piece of information in order to make initial contact?"

If you do not plan to send a fax, don't ask for a fax number. If you will not break up your response activities by state or geographical region, don't ask for that information. See if you can get away with just asking for name and email address. Even if you make fields optional rather than required, the impact of seeing a large number of input boxes on the form can scare away potential registrants.



Complex registration form



Simple registration form

Postpone sales qualification

A common mistake on lead generation webinars is to ask a bevy of sales qualification questions on the registration form. This makes potential attendees feel like a target. You immediately shift their perception of your event from something that lets them receive value to a demand for them to give you value. It also implies that they can expect to be harassed and pursued as a sales target, rather than treated as a valued guest.

Attendance rates

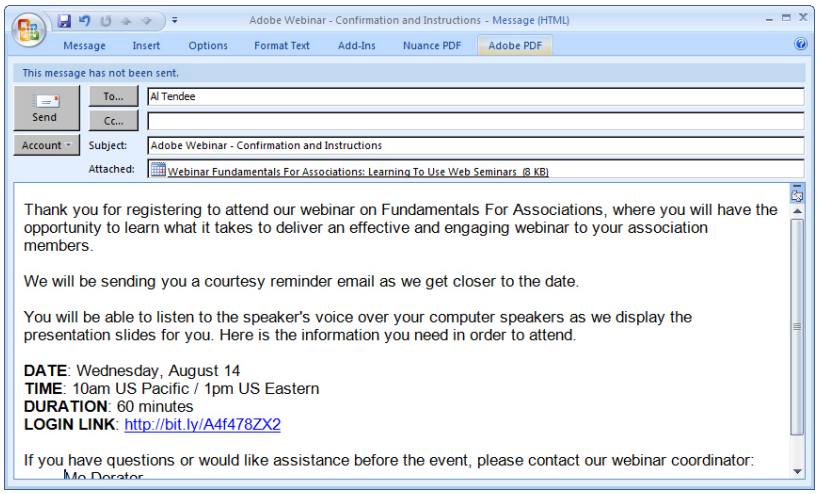
It is common to see attendance rates of 30% to 40% for free events offered to the general public.

To use an analogy from the world of dating, it does not make sense to offer the attractive person at the end of the bar a drink only after they give you their phone number! You provide value to them and make an introduction first. Then with some established trust between you, you can ask for personal information as a follow-up activity.

Once a person has registered for your webinar, the next challenge is to get them to attend. It is common to see attendance rates of 30% to 40% for free events offered to the general public. You can help improve the percentage of attendees to registrants by employing the following tips.

Confirm registration

Make sure you send a confirmation email upon registration. The confirmation should contain a short restatement of the value proposition, instructions for attending, an electronic calendar appointment (typically an iCal or vCal attachment), and a sentence letting them know that you will send a reminder message before the event. It is important to let them know that they should expect additional communications of value from you. Setting expectations helps reduce frustration at "email overload" and builds a precedent of ongoing communications.



Confirmation email

Solicit questions

A great way to boost your attendance rate is to solicit questions for the presenter ahead of time. Some companies include a text entry box on the registration form, but this adds to the number of items you are requesting up front. You may have better success by asking for contributions as part of your confirmation message or in a reminder message. It may be worthwhile to build a short web form that allows people to ask their questions online. This can help you track and collect the requests more easily than sorting through email responses.

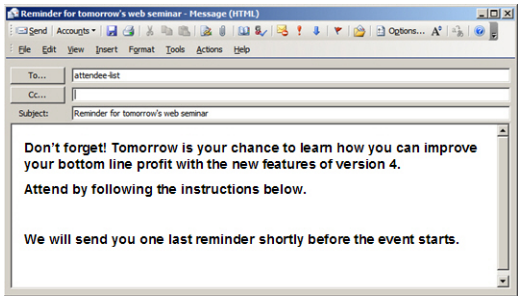
A good best practice is to solicit audience questions in advance of the webinar. A web form can provide a convenient method for doing this.

When asking for questions from the audience, remember to frame your request in terms of value to them, rather than value to you. Emphasize that their questions will help you frame the webinar content to more closely match the subjects of interest to the participants. Once people ask a question, they have a stake in the proceedings and are more likely to attend to see if you answer it during the session.

Send reminders

Reminder emails
Instead of "Reminder: Your ABC Company webinar is tomorrow at 1 p.m.", try a sentence like "Remember, tomorrow is your opportunity to learn how new regulations impact your company's operations and profitability."

Reminder emails are a good idea before your event. Some companies send one reminder, others use two reminders. Avoid the urge to send more than two reminder emails, as you run the risk of changing their perception from value to harassment. A useful schedule for reminders is 24 hours before the event and 1 to 3 hours before the event. Make sure to briefly highlight the key value proposition for your audience in the reminder message. Many people will have forgotten the persuasive marketing points that made them want to register. You need to reestablish the idea that your event is worth their time.



A good reminder email includes value propositions that remind attendees of the benefits of attending the webinar.

Preparing your webinar

A successful event is the result of careful preparation. It deserves the same amount of advance planning as you would put into any other critical business activity. The tips in this section can help you prepare for success well in advance of the presentation.

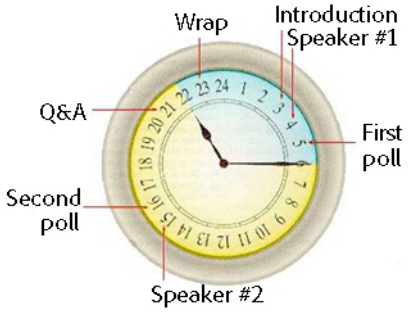
There are four main functional roles involved in producing a webinar. One person may take on several roles, or a function may be addressed by a team rather than an individual. Without respect to the actual number of people involved, here are the four areas of responsibility:

Functional role	Responsibility
Coordinating/administering	Schedules the event, manages setup in the web conferencing system and coordinates with other team members to help ensure deadlines are met
Marketing	Promotes the event and drives attendance
Presenting	Delivers information to the audience
Moderating	Supports presenters with introductions, technical support, Q&A facilitation, recording, and other on-air tasks.

Separating these tasks allows team members to concentrate on their individual areas of responsibility. Presenters can spend more time working on content if they do not need to take on creation of marketing materials and details such as email reminders. Moderators offer a critical backup and resource for the presenter during the event and this role should not be combined with presentation of the main content.

Plan event timings

Plan out a schedule for each component of your presentation. In a 60-minute presentation, you might plan to start 2 minutes after the hour to account for late arrivals, spend 1 minute on introductory technical remarks (explaining the web conferencing controls and how the audience can interact and provide feedback), let the first speaker talk for 20 minutes, take 2 minutes for an audience poll, let the second speaker talk for 20 minutes, spend 13 minutes on audience Q&A, and spend 2 minutes on closing remarks and action items. Your timing plan will be different, based on the number of polls, number of speakers, and so on. But each presenter and moderator should have a copy of the timing sheet so they know exact expectations for the amount of content they need to deliver.



An example of webinar timing

Plan to put your most experienced and comfortable speaker last. They can adjust their presentation time if earlier activities run long or short.

In most cases, marketing and general informational webinars should have a maximum length of 60 minutes. Training and educational webinars can go as long as 90 minutes. After this, attendees have a hard time maintaining concentration and remaining sedentary in front of their computers. Sessions of 90 minutes or more should include a break for people to get up, stretch, and take care of critical needs.

Rehearse the presentation

There is no substitute for rehearsal time. Each speaker needs to deliver his or her full presentation out loud as if there were an audience listening. This is the only way to work out timing, find the right words, and become comfortable with transitions and segues between talking points. An audience can easily distinguish between a presenter who is confident, unrushed, and unflustered and one who struggles with phrasing and pacing.

Presenting with confidence

There is no need to say things like "I was going to tell you more, but I'm running out of time." Instead, continue your confident presentation style with a statement such as "I have given you some additional information in your handout that you can review at your leisure."

Find expendable content

Plan your content so the most important information is up front. Identify slides near the end of your presentation that you can skip in a worst-case scenario when you are short on time. It is better to eliminate content than to rush through it in a panicked attempt to jam everything into a time slot. If you do elect to leave out information in order to hit your schedule, don't call attention to the fact. There is no need to say things like "I was going to tell you more, but I'm running out of time." Instead, continue your confident presentation style with a statement such as "I have given you some additional information in your handout that you will be able to review at your leisure." Let them think you had always planned to deliver exactly as much presentation material as they heard.

Plan group rehearsals

Each presenter should participate in a technical familiarization session so they know how the web conferencing console works and how they will interact with the audience. This may be combined with or may be separate from a group run-through where you check the flow of the presentation between presenters and the moderator. Work out in advance whether speakers introduce each other or hand back to the moderator when they finish their section. Know who will read out audience questions. Identify any off-limit topics that should not be addressed during the public Q&A session.

Set up your environment

Physical preparation includes set up of your environment and technology. You need to eliminate items that could distract the audience from your informational content and message. Find a quiet room with a door. Presenting from a cubicle or open-space environment offers too many opportunities for noise and distraction. If presenters will appear on camera, make sure the background is free of visual distractions such as windows to public areas or other workers.

Maximize audio quality

Never use a speakerphone or cell phone to deliver your presentation. Speakerphones pick up extraneous noises such as rustling papers and squeaking chairs. Cell phones are prone to audio dropouts, fuzzy sound, loss of battery power, and inconsistent volume levels. A good quality headset is worth the investment if you do several presentations. Otherwise, use your telephone handset—a device specifically designed to deliver the human voice clearly over the limited bandwidth of a phone line.

If you use computer-connected microphones or headsets as part of a Voice over Internet Protocol (VoIP) solution, make sure they are of high quality. All speakers should understand how to allow Adobe Flash® access to their microphones, how to adjust volume levels, and how to manage input devices on their computer.

Using a checklist is a great way to prevent any unforeseen issues and make sure that all presenters are on the same page.

Telephone presentation is usually easier to understand and work with for guest speakers and those unfamiliar with computer audio devices. But it has the disadvantage of adding production costs for the event.

Use a checklist

It is a good idea to keep a checklist handy for making sure you take care of small preparation items that are easily overlooked. Turn off cell phones and mobile devices so they do not distract you in the middle of a sentence. Mute your computer sound and shut down applications such as email and instant messaging that could pop up a distracting message while you are trying to concentrate on your delivery. Keep a glass of liquid handy to combat dry mouth. And if you have two telephone lines, make sure the second line can't start ringing during your presentation.

Have a backup plan

Emergency plans are part of your preparation as well. You want to maximize the ability to complete your web seminar if there is a technical problem during the event. Of course there is a tradeoff between trying to counter every possible problem situation and working within practical considerations of cost and complexity. The following list of "insurance policies" may be impractical for most presenters, but they offer ideas that can be scaled to fit your budget and technical configuration.

- **Backup computer**—Each presenter can log in on two computers. If the primary machine crashes or the presenter accidentally closes the session window, he or she can continue from the second machine without pause.
- **Backup telephone**—Each presenter can dial in on two telephones. If one disconnects, the presenter can continue from the second line with minimal disruption.
- **Print slides**—Each presenter should have a printout of all presentation slides. If connection is lost, the presenter can continue talking through the presentation while a moderator or copresenter advances the slides for the audience.
- **Separate networks**—Presenters and moderators should be on separate Internet hubs or networks. If one system drops because of a local Internet failure, the other participant can continue to advance slides for the audience.

Presentation tips

There are many techniques that presenters can use to make their delivery more engaging and effective. Here are some of the most important ones to keep in mind when presenting a webinar.

Keep your energy level up

Find ways to keep your energy level up while presenting. You may wish to stand up and pace while you speak. Or make hand and arm gestures while talking. Physical activity encourages greater oxygen flow in your bloodstream, which translates to a more energetic delivery. Finish sentences as strongly as you begin them. Watch out for dropping your energy at the end of a list of items.

Use enthusiasm

You need to demonstrate for your audience why they should care about the information you are imparting. Keep enthusiasm in your vocal tone and in the words you use. Make technical facts more interesting by adding explicit statements of their value: "Now here's a fascinating piece of information…" or "What's fun about this fact is that it lets you…" Remember to smile every so often. Your audience can hear the change in tone that accompanies a smile.

Presenting in a webinar introduces unique challenges compared to presenting in person.

Vary voice pitch and delivery speed

Watch out for a monotone delivery style. Consciously change the pitch of your voice and your speed of delivery. Every small change in your delivery style refocuses your audience's attention on your voice and your content.

Address individuals

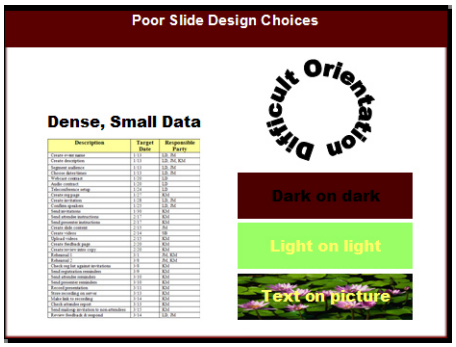
Address your audience as individuals rather than as a group. Use the singular "you" in your statements and questions. Instead of saying "I wonder if anyone out there can answer this question," say "I wonder if you know the answer to this question?" Each listener should have the feeling that you are speaking directly to him or her.

Script opening and closing paragraphs

Script your opening and closing paragraphs. This helps you move smoothly into your subject with a confident, comfortable introduction and helps you to finish strongly with a well planned summary and call to action for the audience. The rest of your presentation should be conversational rather than scripted, however. Use bullet point notes to help you remember the key talking point for each slide and rehearse your presentation so you feel comfortable talking to the audience rather than reading to them.

Simplify slide design

Avoid the use of text slides as a presentation script that you read to the audience. Break up key points into individual slides and find graphics that help emphasize and complement your vocal presentation. Use high contrast colors that let foreground text be easily seen and read over the background. Remember that some attendees may be watching on small screens—make text and graphics large and easy to read at a glance.

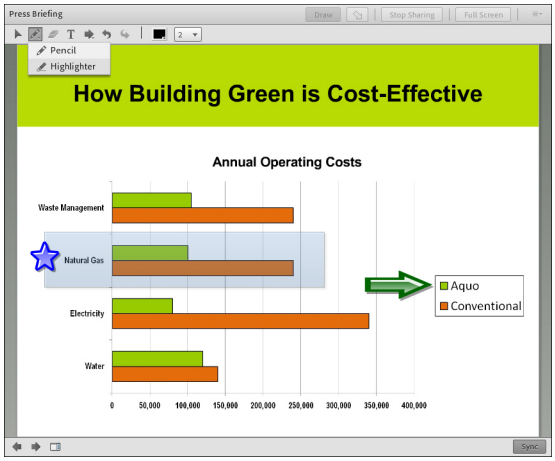


Poor slide design

Good slide design

Focus attention

Small, subtle animations can be useful in focusing the audience's attention. For instance, you might use animation to add an arrow pointing to a key item on a slide. But avoid the temptation to add repetitive, distracting animations such as text that flies in for each bullet point. You can also use annotation features in your web conferencing software to draw lines, arrows, boxes, and other highlights that pull your audience's focus to the screen and synchronize their attention to your speaking point.



Using a whiteboard overlay or the pointer tool allows you to call attention to specific areas of your content and keep your audience focused.

Reference information

Large amounts of text, data, graphs, URLs, or other reference information should be provided in handouts that are separate from your presentation slide content. Make your presentation about the value and use of the data, not about the factual information itself. If a listener can't actively use the data while listening to you, it does not belong in the presentation.

Interact with your audience

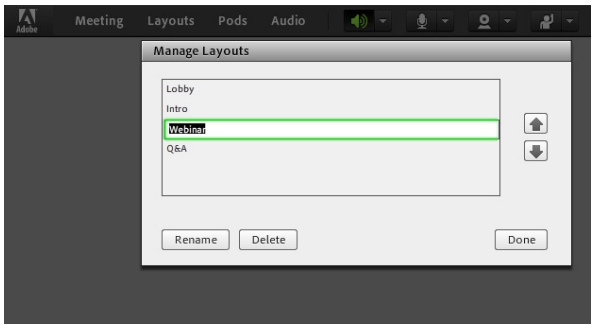
Invite participation in the conference by including polls or typed questions and responses, but remember to frame these in terms of value to the audience, not to you. If you start your presentation with a poll asking people to provide you with demographic information, you put them on the defensive. Make sure you have given value to your listeners before you demand value from them. Each time you ask for information, tell them how answering your question will benefit them: "This will let me customize my presentation to make sure I am addressing the things that you want to hear about." If you get typed comments or questions from the audience, refer to the questioner by first name, putting a personal touch on the communications and letting people know that you are truly paying attention to them as individuals.

Working with Adobe Connect

Adobe Connect software has many features that allow additional flexibility and capabilities for preparing and delivering a web seminar. This section highlights ways to use Adobe Connect to best advantage in your webinar.

Use multiple layouts

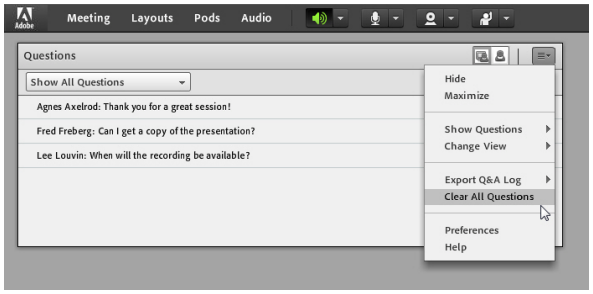
You can match the physical configuration of your webinar to the logical flow of events in the session. Start with a layout reserved as a lobby or waiting room for early attendees before your presentation begins. This might contain welcoming information, audio instructions, a video created with Adobe Flash® technology, or a self-running presentation created with Adobe Presenter. Create a separate layout for each presenter. This lets you keep Share pods ready for display with each presenter's slides, and you can place speaker-specific information such as a biography or head shot in the layout. You can use an additional layout for your Q&A session, where you expand the size of the Question/Chat pod and place pods for downloadable materials or calls to action. Having each layout optimized for its task in the webinar lets you preconfigure your materials and move smoothly through the content.



Using multiple layouts in your meeting allows you to predefine a meeting flow and help ensure smooth transitions between sections of your webinar.

Reuse rooms

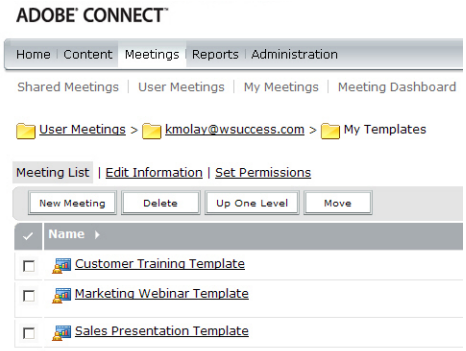
If you deliver repeated sessions on the same topic, you can reuse a meeting room with all its content and layouts in place. Use the Pod Options menu to quickly clear questions, chat, and poll results from the last session, and then be ready to offer the content with no additional setup.



If you plan on reusing rooms for multiple webinar sessions, it is always a best practice to clear the chat and Q&A pods so that you don't get confused about when a question or chat message was sent.

Create templates

Adobe Connect lets you create user-defined templates for new meetings by moving a meeting into a template folder. You can specify the number of layouts, standard pod positions, and standard text that should be displayed in all meetings using the template. This lets you create consistency in the look and feel of your webinars, while making setup and preparation of new meetings faster and easier. If you want to share your template with other users you'll need to ask your Adobe Connect administrator to put it into the Share Templates folder. This template then becomes available to all other users when they create meetings.

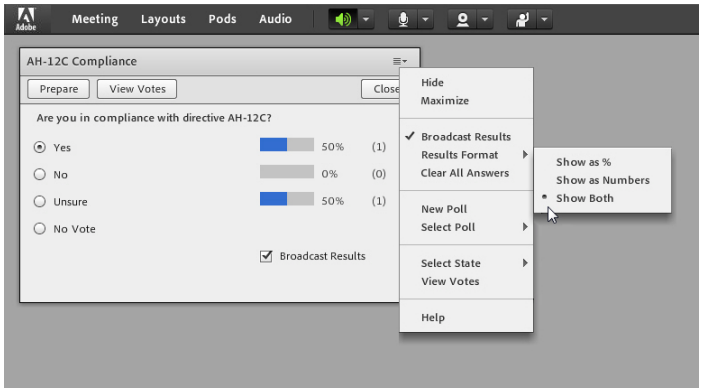


Saving your webinar rooms as templates can be a time-saver if you plan to present on the same topic multiple times.

Configure polls

Use the options menu in Poll pods to configure how results are displayed to the audience. You might wish to display absolute numbers of votes in small meetings where attendees are part of a select group or in very large webinars where you want to show off the size of your audience. With medium-sized events (or ones where you do not know ahead of time how many people might attend), you can choose to display results as percentages so audience members are not aware of the actual number of attendees.

When creating your polls, choose whether to allow a single answer or multiple answers. It is usually a better idea to allow multiple answer selections than to offer "All of the above" as a choice on a single-answer poll.



"Display results as" option in the Poll pod

Use multiple Chat pods

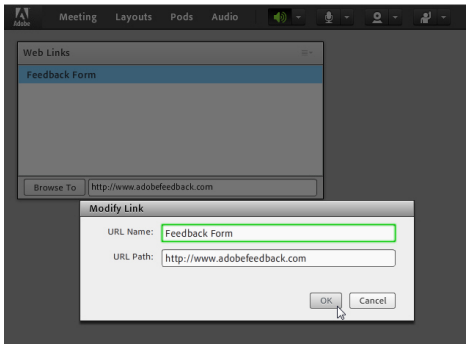
You can encourage audience participation by asking for "fun" chat contributions. Ask audience members to type their first name. Or ask them if they can identify an actor or movie referenced in a slide graphic. This gets them used to participating and makes chat seem nonthreatening and inviting. But it can be tedious to separate the fun responses from real topic-related questions. Solve this problem by creating two separate pods for audience interactions. Keep the "Questions" pod open at all times for real topic-related questions that the presenters can review and manage individually. But when you ask for fun contributions from the audience, overlay another open-community "Chat" pod on top of the Questions pod. This lets people type their responses without filling up the question queue. It also lets them see responses from other participants, which builds a sense of community and shared fun.

Use the presenter-only area

Place a Chat pod in the presenter-only area to allow private conversations between presentation team members during the event. You can trade notes about timing, reminders to stay on the line, or comments about incoming audience questions. Presenters, moderators, and technical assistants can communicate without the audience seeing the messages. You may wish to place a Note pod in the private area as well. This acts as a holding area for reminder messages, highlighted questions you want to prioritize, seed questions for the moderator to ask, or standard question responses that you can copy and paste for rapid answers to common queries.

Add a web link survey

The Web Links pod is useful on your final layout for letting attendees access a feedback form or survey implemented on the web. The presenter can open the page for attendees or attendees can open it themselves. Once the page is opened, attendees can fill out the requested information and close the page without affecting their status and participation in the meeting room.



The Web Links pod allows you to push any web page to attendees' computers.

Post-event considerations

The most important guideline to follow after your event concludes is to act with as much speed as possible. If you have delivered value to your audience with a well planned and executed presentation, they will be receptive to further communications and willing to give back to you with their personal information and time. But that receptiveness decreases very quickly with time. If you wait a week to contact them, the advantages of your webinar dissipate, and you are only slightly better off than making a cold call. Here are tips for ending your event strongly and including effective follow-up activities.

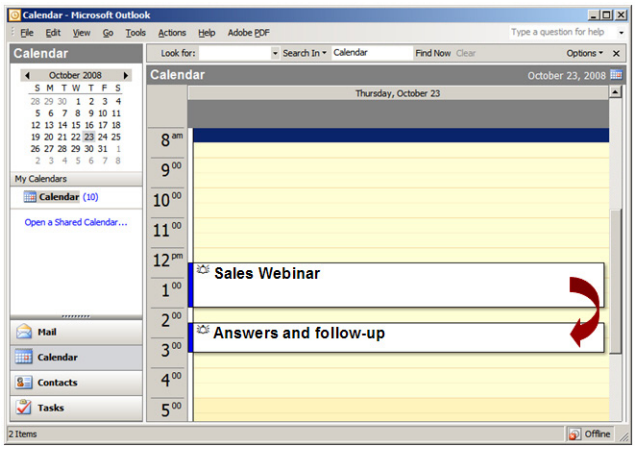
Announce the call to action

Let attendees know what you would like them to do next. You might want them to fill out a postevent survey. You might want them to visit your website for more information. Or you might want them to download a white paper. Make sure they have an explicit call to action, and let them know why taking that action will benefit them.

There are three opportunities to make a call to action, and you will find best results if you take advantage of all three. The first mention comes after your presentation and before an open Q&A session. You want to reach attendees who might leave during the questions. Repeat the action request at the end of your session, just before closing the meeting. And reinforce the call in your post-event emails to attendees.

Respond to priority attendees

There is nothing more powerful than getting an immediate response to a question or request submitted during an online event. When planning your event, block out time on your calendar immediately afterwards to triage attendee communications. Look for substantive questions that indicate a real interest in your company or your subject matter. Note any requests for more information or a follow-up contact. Then get back to those people the same day if possible. If you have a team assigned to make follow-up calls or emails, tell them about the event ahead of time and have them block out time on their calendars for contact work after the event.



Block out time on your calendar immediately after the event to help ensure that you'll have time to respond to follow-up tasks that day.

Distribute materials

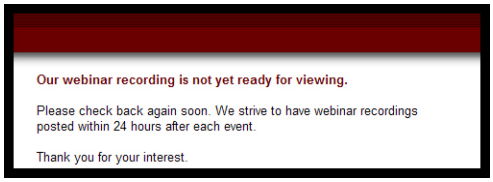
If you told attendees you would distribute copies of the presentation, reference information, or other collateral, have those files ready before your event, along with an email draft. Then send the materials immediately after your presentation to maximize their impact. Don't wait until after the event to start preparing associated documents.

Adobe Connect gives you alternative methods for distributing content that can be even faster than email. Within a meeting room you can upload files to a File Share pod. Attendees can select the documents they are interested in and download them to their computers during the session. You can also upload content ahead of the session to your account's shared server and specify an access URL. You can then place the access URL in a Web Links pod, include it in a Chat pod or PowerPoint slide, or in postevent communications so attendees can view or download the material.

Choose a location for the event recording

Determine where you will post your event recording ahead of time. If you have an existing web page that allows access to all your archived events, this is an easy address to identify for registrants and attendees. If you will be making a special URL for the recording, create a placeholder page ahead of time saying that the recording has not yet been published and asking visitors to return later. Then you can publicize the URL during your presentation and in immediate post-event follow-up communications.

Note: Adobe Connect recordings are stored on your account's server. You can make these recordings publicly available via a unique URL. Optionally, you can move a recording to the Adobe Connect content library, and you can add additional tracking and reporting on use of the recording.



Another best practice is to predetermine where to post your webinar recording to eliminate the potential for errors or confusion as to where to find the recording later on.

Set up registration for future events

If you will be hosting additional presentations in the near future (either new topics or a repeat of the presentation), have their registration pages set up and ready to take registrations. Let your attendees and no-shows know where they can register for the next webcast.

Build short URLs

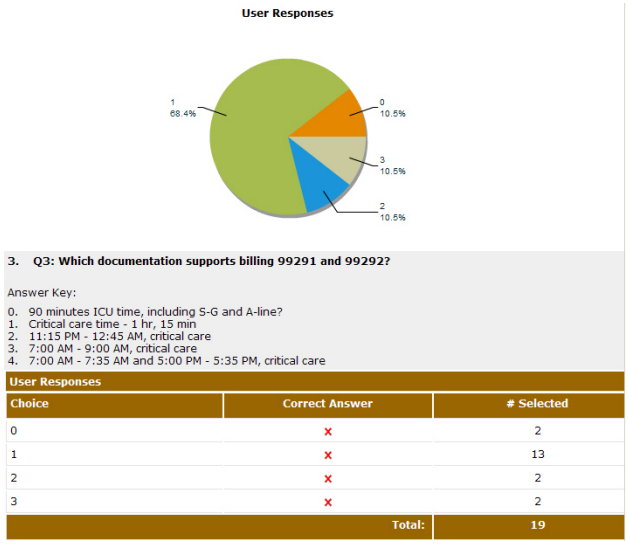
You can help attendees spread the word about your webinars to friends and coworkers by making your landing page, registration page, and archived recording URLs easy to remember and communicate. Register a domain just for this use. Many memorable domain names are available with .biz, .info, or .net suffixes. The cost can be as little as $10 per year. Just set the domain to automatically redirect to your actual, longer URL that holds the real information.

Contact no-shows

Don't forget to contact registrants who did not attend. Invite them to view the recording or register for another upcoming web seminar. A failure to attend usually does not indicate disinterest in the topic.

Analyze effectiveness

Return to your initial statement of intent for your webinar and implement measurements to track your success. Adobe Connect can assist your measurements by providing reports on cumulative polling results from your meeting, attendance, and content view rates. Look for trends over time to see the effect of your web seminars and compare these to other external metrics such as website visits, survey results, test scores, or sales lead qualifications. The specifics are different for different applications, but the underlying principal of measuring effectiveness is critical in refining your processes and content for future webinars.



Reviewing poll responses can be a great way to understand your audience and the overall effectiveness of your webinar.

Summary and resources

Creating a successful and effective webinar takes advance planning and a commitment to spend the necessary time and effort. The extra work pays off in audience satisfaction and achievement of your business goals.

It is vital to consider the audience's perspective at every stage of your planning, preparation, presentation, and follow-through. Encourage your audience to take each desired action by emphasizing the value and benefit to them of doing so.

Work on ways to build registration and attendance for your webinar by setting up processes that simplify required actions and reinforce value.

Webinar presenters need to prepare their physical environment and plan their presentation to facilitate a successful delivery. Rehearsals are critical in achieving comfort and confidence in the presentation, while backup planning can help avoid cancellation of an event when things go wrong.

Presentation style needs to continually refocus the audience's attention and enthusiasm for the subject matter. Find ways to connect with and stimulate your attendees through vocal delivery and careful selection of content.

After your presentation, act quickly to take advantage of the trust and goodwill you have built with your audience. Don't forget registrants who did not attend, as they are excellent prospects for viewing recordings or signing up for future webinars.

If you would like to research additional tips, guidelines, and best practices for webinars, the following resources offer further insights and contributions from industry experts and business users.

- **Adobe Connect web conferencing solutions on Adobe.com**
  www.adobe.com/products/adobeconnect
- **Adobe Connect User Community**—Forums and user groups that let Adobe Connect users share ideas and information
  www.connectusers.com
- **The Webinar Blog**—News, opinions, and tips from Ken Molay on all aspects of structured web seminars
  www.thewebinarblog.com
- **Webinar Wire**—Articles submitted by web conferencing professionals on ways to create successful web events
  www.webinarwire.com
- The **Adobe Connect product team blog**— Get updates, information, and best practices from the Adobe Connect product team
  http://blogs.adobe.com/adobeconnect

About Ken Molay

Ken Molay has been producing and delivering business webinars since 1999. His background in public speaking, stage acting, and corporate training has given him a unique perspective on what it takes to create and deliver compelling and effective presentations.

With more than 25 years of professional experience, Ken has presented public sessions at numerous industry conferences, as well as presenting information to customers, sales prospects, industry analysts, and the press.

Currently Ken offers consulting services through his company Webinar Success. He is also a prolific blogger on the subject of web conferencing and its applications.

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