FROST & SULLIVAN

Best Practices for Making Your Webinar a Success: Post-Event Evaluation

"We Accelerate Growth"

Webinars are a cost-effective alternative to in-person meetings, and they allow companies to expand their reach, target more people more often, and deliver a compelling, fully branded experience. Successful webinars can be used to generate and qualify sales leads; seed the market with branded, content-rich messaging; train employees, partners and customers; and drive collaboration and productivity within an organization.

But to make your webinar a success, you must follow-up with participants, just as you would after an in-person event. That will allow you to take full advantage of the meeting itself, as well as leverage web conferencing technology to deliver certain benefits an in-person event can't match.

In this guide, Frost & Sullivan, a leading growth consulting firm, offers these best practices for hosting a successful webinar.

Follow up promptly, and in ways that resonate.

1. Send follow-up emails to attendees within a day of the event. Personalize them as much as possible. If someone posed a question during the Q&A, ask them if the answer met their needs. If they responded to a poll with a particular concern, suggest ways you can address that issue or challenge. Reiterate your best-practices recommendations.

2. Be sure to send attendees any promised collateral, including copies of the presentations, the link to the recorded session, articles or book excerpts, and any other helpful documentation. Also offer suggestions on where they can find additional information on the topic. If you are hosting another webinar on the same or a similar topic, invite them to join.

3. Highlight any special offers or prices in your post-event follow up. If you weren't planning to offer any, consider doing so. Free trials or samples (depending on the product) can go a long way toward turning prospects into customers, especially if you've just informed them of the value of your services.

4. Don't forget to follow up with those people who couldn't make the live event. Gently let them know you missed them, and offer a link to the recorded session, as well as any relevant documentation and contact information. Make sure to personally include them in any future webinar invitations, too.

Suggest attendees continue to follow you on Twitter. Remind them of the hash tag (such as #Acme) and encourage them to continue tweeting about what they learned or any questions they may still have. Then, make sure to tweet often to keep the conversation going.

Record your event for future use.

1. One of the biggest advantages of web conferencing software is that it allows you to record the live event, including audio, slide presentations, Q&A sessions, and polling results. You can then leverage that recording in a number of ways, delivering maximum ROI for your webinar investment.

2. Highlight a link to the recorded session on your corporate web site, as well as any company or employee blogs and general promotions you are doing (such as newsletters). Include a short synopsis of the content and share the best practices and tips that were discussed.

3. Use Twitter, Facebook, YouTube and other social media sites to share the on-demand webcast. Encourage people to take a look, then tweet or post updates about what they learned.

4. Capture the same registration information for viewing the recorded session as you did for the live event. (But make sure people who attended the live webinar can jump right in.) You'll want to qualify these leads just as you would any others.

5. Create and share a podcast of your recording. It will allow you to automatically push content to your audience and let them listen at their convenience.

Select a topic below to access a library of resources including training tools and ReadyTalk basics.

▼ **Audio Conferencing**

▼ **Web Conferencing**

▼ **Recording Management**

   o About Recording and Podcasting
   o Recording and Playback Basics

   ► 00:00/06:59

   o Managing Your Recordings
   o Podcasting: What It Is and What It Can Do For You
   o ReadyTalk Media Player Overview
   o How to Embed a Recording

How to Leverage Your Recorded Content

• Drive lead generation with an on-demand webinar

• Enrich your website with a recorded company or product overview

• Build a library of online training modules

• Train your sales team with recorded demos

• Expand your reach by embedding a recording on Facebook

• Engage your audience by adding recorded content to your blog posts

• Generate excitement by embedding a demo in your press release

• Share the playback link to Twitter followers

• Enhance your online help with recorded tutorials

• Communicate with employees and partners in new ways

Consider adding a comments page to your recorded session, allowing people to post their thoughts, questions and concerns right to the site itself. That will keep them engaged and let you know what worked and what didn't.

Measure your event's success.

1. Track the number of registrants and attendance rate, and compare them to past events or pre-determined targets to gauge success.

2. If your event was an exercise in lead generation, track how many qualified leads came out of it—and how many of those turned into actual sales, and at what dollar value and return on investment.

3. If your event was a training session, follow up with attendees to determine how well they are leveraging that training. Did they actually learn what they need to know, or will you have to hold follow-up sessions to ensure the content sticks?

4. If you promoted a Twitter hash tag, measure the number times it was used and the sentiment of the conversation. You can also evaluate comments made on a Facebook page or YouTube channel.

5. Review responses to polling questions to determine the general character of the audience, learn where their interests lie, and identify any gaps in the content of the webinar itself. This will help you develop more relevant webinars in the future.

6. A quiet audience means one of two things: Either you covered the information so well, no one had any questions; or, your presentation was not compelling enough to hold participants' interest and get them to engage in the conversation. If you didn't get enough audience participation, review the post-event surveys for clues as to why.

> Ask other members of your organization—including managers, sales people and front-line employees—to attend the webinar. Then, make sure they give you their unvarnished opinion about what worked, and what could be improved upon for next time.

Post-Event Features to Look for in a Web Conferencing Solution

1. Follow-up emails with ability to attach files

2. Industry-standard file formats for recordings

3. Easy-to-use recording editing tool

4. Customizable playback registration form

5. Ability to easily embed recordings on web sites, blogs, etc.

6. Tools for quickly sharing recordings via social media

7. Option to automatically podcast a recording

8. Comprehensive event and playback reporting

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages 49 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 40 offices on six continents. To join our Growth Partnership, please visit http://www.frost.com.