



# NEXT LEVEL WEBINARS

**Learn to Elevate Your Virtual Events From  
Simple Slides to Can't-Miss Productions**

Looking to network?

Attending virtually doesn't mean you can't connect. Schedule an appointment to chat with an exhibitor or someone you'd like to meet.

[Schedule appointment](#)

Have feedback?

We'd love to hear your thoughts about your experience! Take this survey and we'll make sure your voice is heard.

[Take survey](#)

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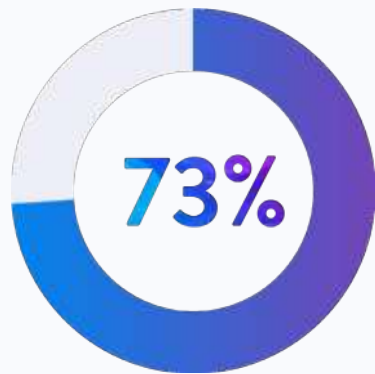
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# Why We're Reimagining Webinars

**Webinars long have been a staple of an effective demand-generation engine.** They allow live communication with your ideal customer persona at scale—as well as the opportunity to engage directly with your prospects and existing customers.



of marketers and sales leaders find **webinars to be one of the most reliable ways of generating quality leads<sup>1</sup>**

However, last year has seen the webinar landscape turned on its head.

Marketers have pivoted away from in-person events and, as a result, have poured their dollars into digital channels. Not only is it hard to capture an audience, but Zoom gloom, mounting distractions, and up-leveled audience expectations also mean it is even harder to keep attendees engaged.

The good news is that with the right approach, you can elevate your webinar productions to new highs by driving more engagement, leads, and revenue than ever before.

We call this new standard of production **Webinars Reimagined**. Inside this eBook, we share tactics and tools to reimagine your webinars, whether you're a veteran or just getting started.



<sup>1</sup><https://www.reutersevents.com/sustainability/how-webinars-are-creating-value-marketers-through-covid-19>

# Webinars: An Effective Marketing Tactic

**Webinars long have been a staple of most marketers'**

**demand-generation engines.** They can be used across the lead lifecycle to drive awareness, deliver thought leadership, nurture leads, showcase products, and create raving fans in customers.

It's no wonder that adoption continues to grow.

**“COVID-19 has speeded the adoption of digital technologies by several years—and many of these changes could be here for the long haul.”**

—McKinsey & Company, 2020

## What Makes Webinars So Popular?

They can be targeted and personalized, and they can allow you to interact directly with your target audience while still operating at scale.

**42%**

of marketers say that they plan to use webinars in 2021 ([Wyzowl](#)).

**39%**

of people attended more webinars or webcasts in 2020 than they did in years before ([The Manifest](#)).

**59%**

of people attended a webinar or webcast in the last year ([The Manifest](#)).

**18%**

of people attended a paid webinar in the last year ([The Manifest](#)).

**53%**

of marketers say they intend to include webinars in their 2021 video strategy, up 11% over the previous year ([Hubspot](#)).

# Functions, Flows, and Formats — Keeping with the Status Quo

## **Webinars have followed the same format for many years.**

Here are a few telltale signs of the status quo to compare against your current webinars:

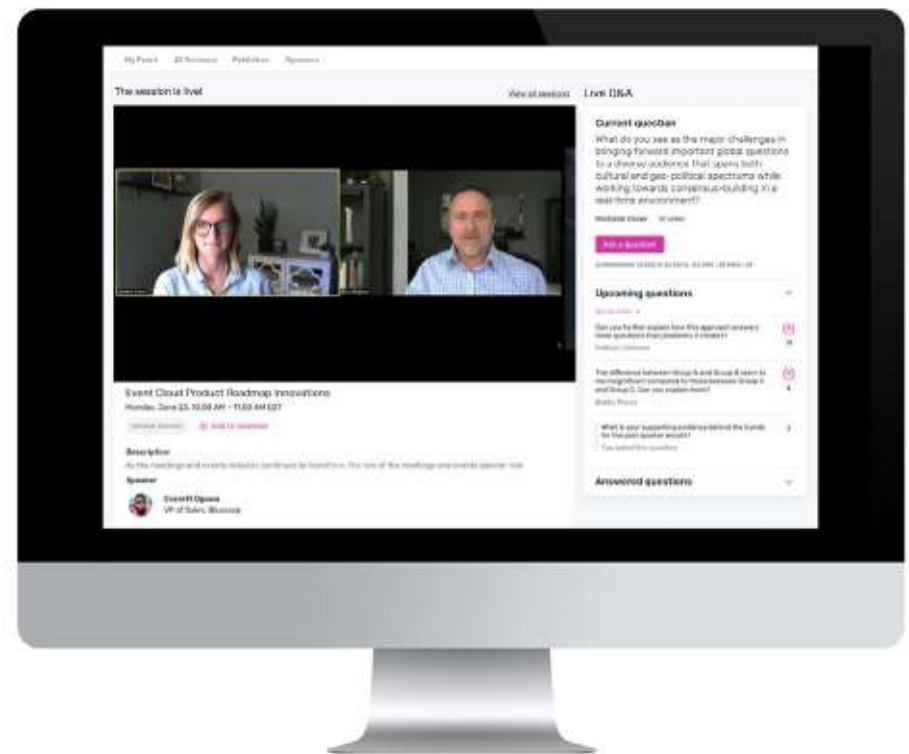
- Average webinar presentation times range from 30 to 60 minutes
- Overwhelming majority of webinar attendees join from desktop computers
- Often feature pre-recorded content
- Usually one or two hosts talking over slides
- Speakers have their video cameras off
- May feature a singular attendee poll to drive engagement

Before the digital deluge, the status quo was sufficient. Today, these status quo experiences will erode engagement.

This status quo experience isn't limited to your attendees. On the presentation side, you likely have suffered through antiquated user experiences, with limited capabilities beyond running simple

presentations or polling. Reporting was limited to how many people attended and how long they stayed.

## **It's time the entire experience was given an upgrade.**



# You've Got Issues— An Exploration of 3 Webinar Pitfalls

Old-school webinars focused on presenting. It was a static experience fixated on clicking through slides and talking heads. Zoom fatigue, balancing work and home, and separation from co-workers mean people want a new experience—one where they are engaged with, not talked to.

Webinars Reimagined focus on an elevated and interactive experience rather than presentations-only.

**Here are three key pitfalls of status quo webinars.**

01

**They offer little—if any—interaction** between the speaker and attendees or between attendees. Limited engagement and opportunities for attendee interactivity leads to lower overall attendee engagement.

02

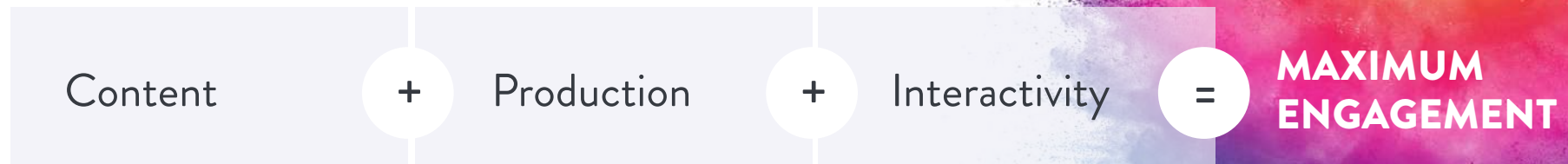
**Follow-up takes place on the event organizer's schedule**, not the attendees'. Attendees prefer webinar experiences with a Q&A session and follow-up opportunities that are in real-time or scheduled for other times that meet their own needs.

03

**They provide minimal flexibility** in the attendee experience. Inflexibility in webinar scheduling, offering only live content vs. content on demand, and limited program interactivity may lead to a negative webinar experience for the attendees.

# The 4 Elements of Great Webinars

**Webinars Reimagined follow a simple formula to stand out from the crowd and drive engagement with attendees.** By following this formula, your webinars will go from simple to wow-worthy.



## Content

The story you want to tell and the message you want to share. Include enticing language, messaging hooks, and key takeaways for your attendees.

## Production

How you visually bring your message to life using text, overlays, images, speaker dynamism, and lower thirds. A passionate presenter can only get you so far; by producing a visually appealing webinar, attendees will stay interested and for longer.

## Interactivity and Technology

Use technology to your advantage, including Q&A, chat, and polling features, to increase attendee interactivity and overall webinar-engagement results.

# Capitalize on Quality Content and New Formats

## **With webinars and digital events, your content IS your event.**

Be sure to curate and customize quality content that truly speaks to your audience. You may want to consider a series approach for your webinars by focusing on one core webinar theme and then offering multiple webinars on related sub-topics. By doing so, you will extend the attention and time spent with your brand through more bingeable moments, with the added plus of spending less time promoting your webinars. Be creative and flexible with webinar timing and duration—it's ok to break away from the traditional 30-minute time bound!

Webinars should be thought of as multi-layer experiences. In addition to showcasing programmed content, consider adding breakout sessions or pre- and/or post-webinar Q&A opportunities. Offer to continue the webinar conversation by allowing attendees to virtually “meet” the speakers by participating in smaller breakout-discussion groups moderated by the speakers.

It's also important to focus on the speaker experience. By utilizing a roundtable-style format, you'll be able to allow multiple speakers to engage in a live conversation together while attendees watch. Think of it like a talk show—speakers get to have a dynamic conversation with each other that is unscripted and authentic, and piques the attendees' interest.

Mixing up webinar formats supports attendee engagement by allowing networking opportunities, attendee-to-attendee interaction, and attendee-to-speaker interaction.



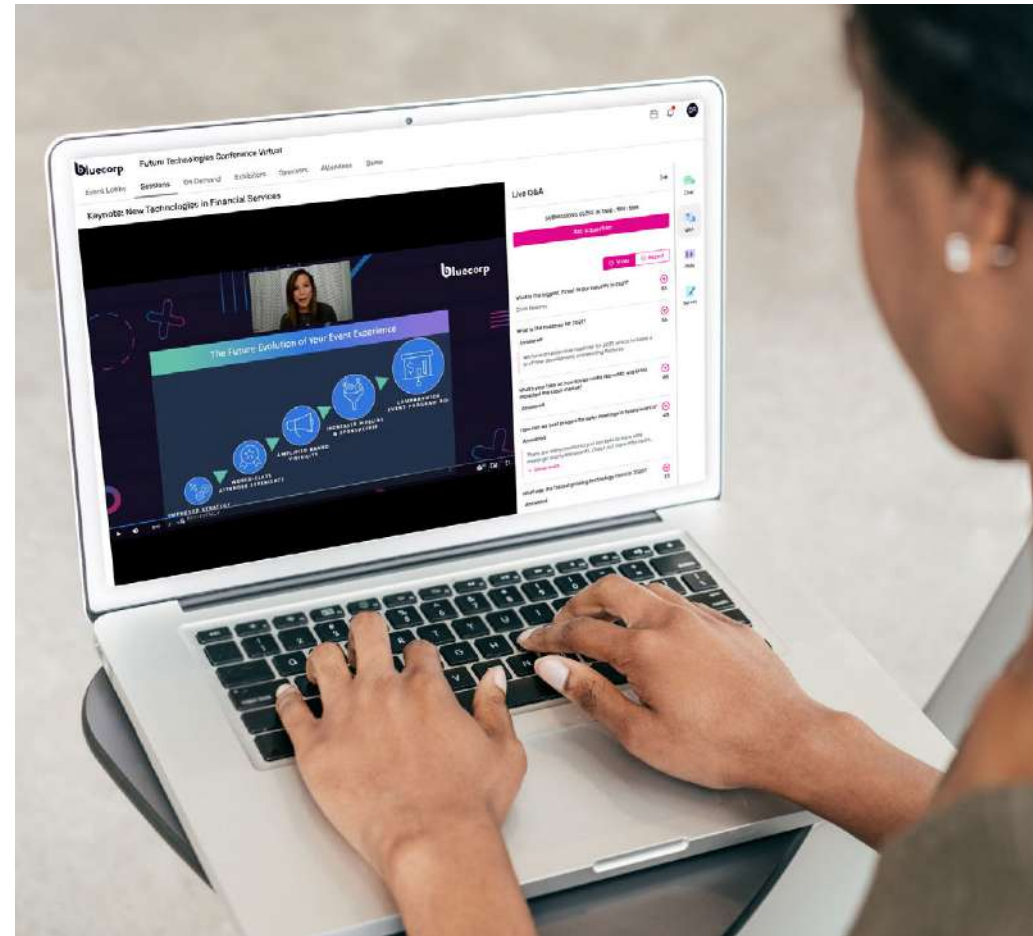
Allow attendees to schedule meetings directly after the webinar concludes; this is the equivalent of “staying after the meeting” to connect.



# The Power of Personalization

Webinars often are static experiences that deliver one experience for all attendees. Break free from that model, and **personalize the webinar experience to each attendee's role, interests, needs, and learning objectives**. One way to do this is by using an online attendee-registration and -management system, like Cvent and Cvent's Attendee Hub. With these tools, you can send personalized promotions to specific audience segments with customized messages and dynamic registrations that will deliver content recommendations that resonate only with them.

Then, when they join the webinar, attendees will know which topics will be relevant to them before the programming even begins. During the event, engage attendees in the webinar chat and Q&A. By knowing your audience and personalizing their experience, you can direct them to resources and additional content of interest after the webinar ends.



Build brand advocacy by personalizing the webinar experience from start to finish. This will allow attendees to show what they're most interested in, and the attendee intelligence you gather will be marketing gold!

# From Dull to Dramatic: Upleveling Production

To cater to the 8-second human attention span, reimagine your role as that of executive producer, versus simply delivering a presentation. By upleveling your webinar production game and keeping a quick pace, you will bring the content to life, hold attendees' interest, and elevate the overall experience of the webinar.

During the session, change up the screen layouts and views with a variety of screen dynamics. Some options include rotating from the speaker in a full-screen view to the content as a full-screen view with a voiceover, or using a side-by-side view of the speaker and content. Use the entire presentation screen to your advantage. By adding fun facts, important statistics, and other details to the lower third of your presentation screen (e.g., displayed as a ticker), you can elevate the visual experience of the webinar and keep eyes scanning across the screen, instead of in webinar-zombie mode.

When hosting the webinar, be sure to utilize proper speaker lighting, high-quality microphones, and unique backgrounds to limit distractions in non-professional studio spaces while maintaining the webinar's visual and audio appeal.

**“If you think ‘TV show’ instead of ‘PowerPoint presentation,’ you’re on your way to high production values!”**

—Patrick Smith, SVP and CMO at Cvent



Use lower thirds to increase engagement. A lower third is a graphic that appears on the lower third of a video screen and draws a viewer's attention to the content included there. The information often includes details about the speaker or additional context pertaining to what is being viewed—just like the breaking-news ticker on your favorite news broadcast.

# Enhancing Attendee Interactivity

**Encouraging attendee interactivity will improve the attendees' overall webinar experience and will get them and keep them engaged.** Consider using a webinar platform that allows attendees to type in live Q&A and to up-vote questions to prioritize speaker responses. Offering live polls throughout the webinar will also engage attendees, with the added bonus of collecting additional attendee data. The use of breakout sessions/ rooms during a webinar will also heighten attendee engagement. By quickly splitting attendees into small breakout groups during the webinar, attendees will be able to engage around a specific topic in a more intimate setting before being brought back into the main webinar session. Enhancing attendee interactivity will create a more comprehensive webinar experience and make attendees feel like they are part of the session and a bigger community, as opposed to being simply external observers.



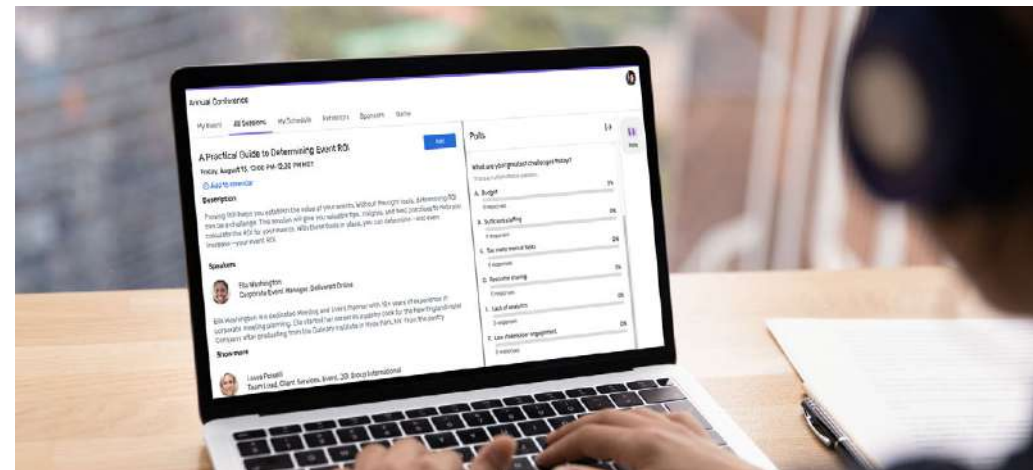
# Flexing the Muscles of Metrics and Measurement

Standard webinars measure success via registration, overall attendance, and duration of attendance. While these still are important metrics to collect, Webinars Reimagined go a layer deeper when painting a picture of ROI.

**In Webinars Reimagined, engagement is the main metric that demonstrates a webinar's success.** By tracking how attendees participated during the live-interaction segments of the webinar (e.g., in polls, Q&A, and chat), you can determine how engaged any specific attendee was AND view and follow up with their individual responses during these segments. Using this data, you then can capture attendees and calculate your next best offer: either delivering them to sales as new leads or continuing to nurture them in existing marketing programs involving their interests, based on content they have consumed or their captured responses.

**Never underestimate the power of an attendee survey.** After the initial speaker registration, use those responses to personalize your outreach to attendees further. This may include requesting additional information from them on topics of interest, what their learning objectives are for the session, and if they have any

questions to submit in advance. After the webinar, be sure to send out a post-webinar survey that is as customized and personalized as possible. The feedback you receive from the post-webinar survey will provide an additional level of insight direct from the attendees (as opposed to inferred engagement), which can be equally as valuable to improve the quality of the content you presented, determine follow-up needs, and identify warm-to-hot leads.

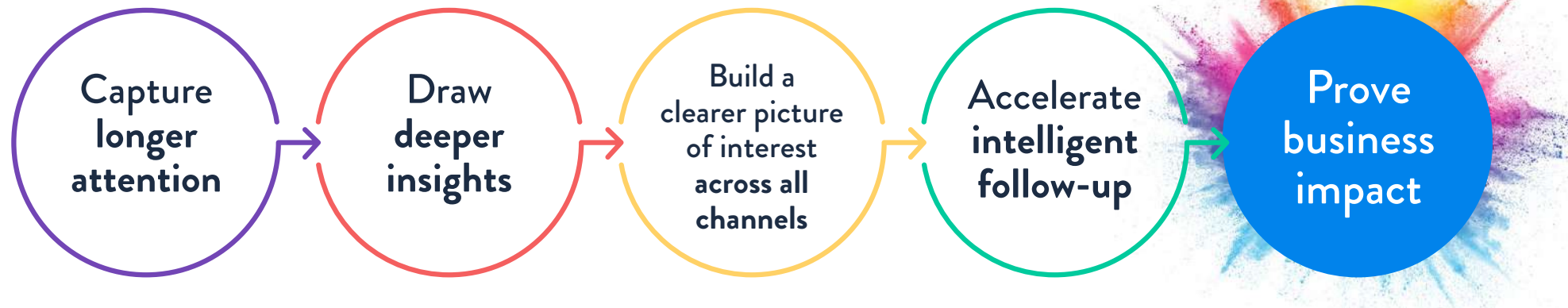


Use Cvent's Attendee Hub to score engagement across a myriad of actions that can deliver insights to your organization on each attendee's individual experience.

# Looking at the Big Picture

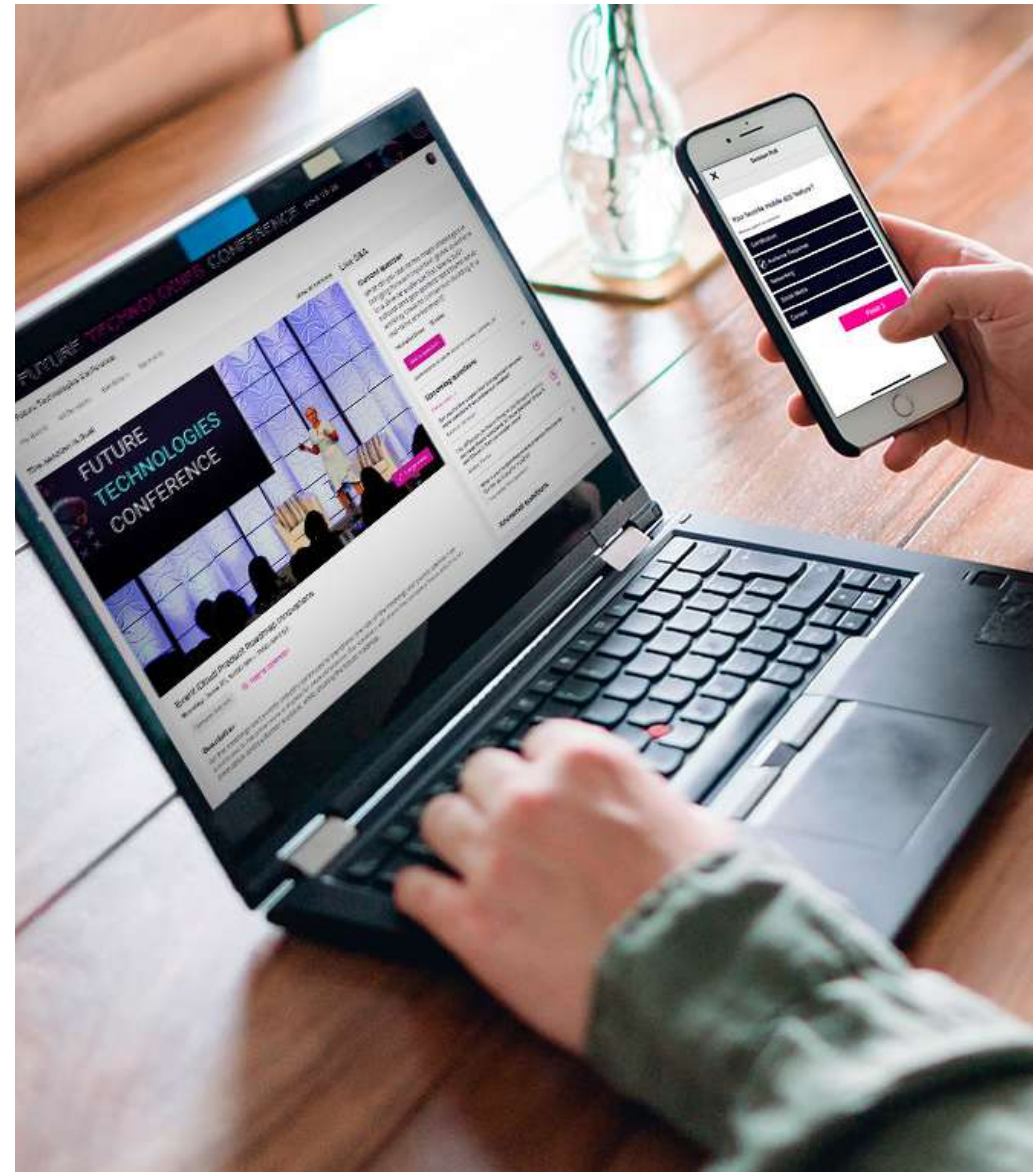
With Webinars Reimagined, look beyond attendance metrics, and over time, you can build a full funnel to prove your business impact. Using the best practices we discussed above, your process will look like this:

- **Capture the attention of your attendee, and for a longer time.**
- **Draw deeper insights based on this engagement.**
- **Build a clearer picture of interest.**
- **Accelerate intelligent follow-up.**
- **Prove the business impact.**



# About Cvent's Attendee Hub

**Built to work seamlessly with Cvent's unmatched suite of event-marketing and management solutions, Cvent Attendee Hub delivers a fully branded, turnkey digital environment for any event—whether in-person, virtual, or hybrid.** The solution includes fully integrated, enterprise-class webcasting technology that allows planners and marketers to confidently deliver immersive, interactive content to any device, anywhere in the world. In addition to accessing key event information through their browser or mobile device, attendees will be able to view livestream, simulive, and video-on-demand sessions; visit virtual exhibitor booths; and interact with sponsors, exhibitors, and each other.





cvent

[Click here to learn how to spark more engagement  
with a virtual event platform](#)