

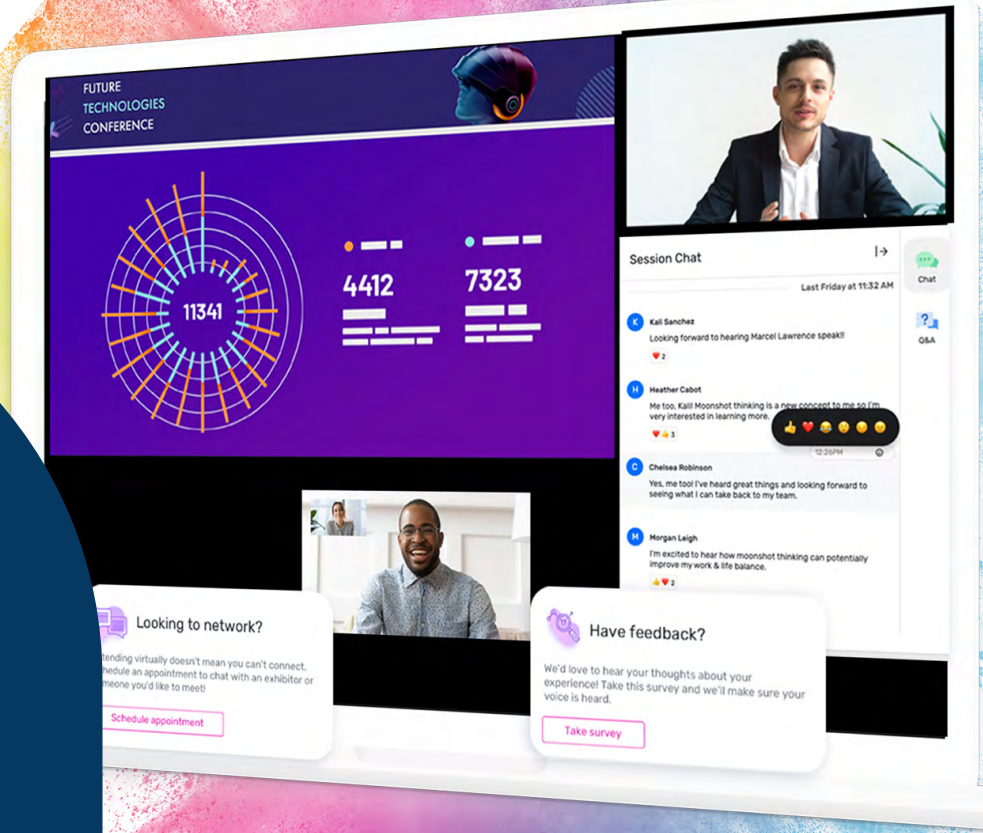
ANY EVENT. EVERY EVENT.

cvent

WE'VE GOT YOU COVERED.

NEXT-LEVEL WEBINARS

Learn to Elevate Your Webinars
from Simple Slides to
Can't-Miss Productions



CONTENTS

Why We're Reimagining Webinars 3

01 THE STATE OF WEBINARS

Webinars: An Effective Marketing Tactic 4

Functions, Flows, and Formats: Keeping with the Status Quo 5

You've Got Issues: An Exploration of 3 Webinar Pitfalls 6

02 WEBINARS REIMAGINED

The 3 Elements of Great Webinars 7

Capitalize on Quality Content and New Formats 8

The Power of Agility 9

From Dull to Dramatic: Upleveling Production 10

Enhancing Attendee Engagement 11

03 HARNESSING NEXT-LEVEL AUDIENCE INTELLIGENCE

Flexing the Muscles of Metrics and Measurement 12

Looking at the Big Picture 13

About Cvent Webinar 14



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.

So why are webinars more important now than ever before? Well, people's preferred way of consuming information has changed. The rise of video content means that webinars are a great fit for today's audience.

With the current landscape and trends, marketers are thinking about all types of events and how they play together. Every event plays a part in getting prospects where we want them, and webinars are a powerful tool for creating brand advocates, not just attendees. They give us a chance to deepen relationships faster and better, and can even shorten your buyer's journey by having them already engaged when it comes time to buy.

With the right approach, you can elevate your webinar productions to new highs and drive 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.



01 THE STATE OF WEBINARS

WEBINARS: AN EFFECTIVE MARKETING TACTIC

Webinars 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.

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.



In a 2023 Forrester Consulting study commissioned by Cvent, a survey of 509 respondents said webinars continue to deliver value by driving revenue (48%), supporting partners and sponsors (47%), and increasing product adoption (48%)¹

¹ Base: 509 global event and meeting strategy leaders
Source: A commissioned study by Forrester Consulting on behalf of Cvent, 2023



FUNCTIONS, FLOWS, & 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 that people want a new experience—one where they are engaged with, not talked at.

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

Here are three key pitfalls of status quo webinars.

01

Lack of Interaction

Old-school webinars lack engagement. Limited or no interaction between speakers and attendees results in lower overall engagement. To overcome this pitfall, prioritize interactivity, fostering discussions and participation among attendees.

02

Boring Visuals and Content

Don't risk a dull webinar. Say goodbye to heavy text and stale visuals. Draw in your audience with vibrant graphics, relevant imagery, and interactive designs. Engage them with dynamic images and informative charts to truly animate your content.

03

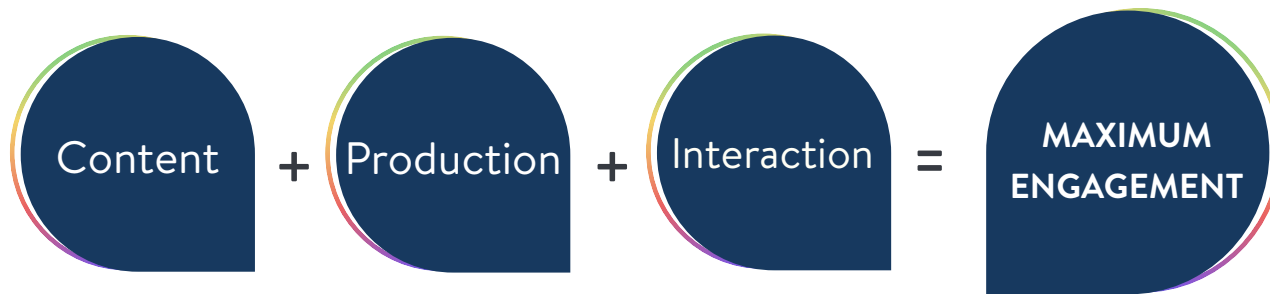
Speaker Anxiety

Public speaking can be nerve-racking. Concerns about graphics, audio, and tech can distract presenters from their main task - delivering excellent content. Instead, empower them with a platform designed to make all of that easy, so that they can confidently deliver their message.

02 WEBINARS REIMAGINED

THE 3 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.

Interaction and Technology

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



CAPITALIZE ON QUALITY CONTENT AND NEW FORMATS

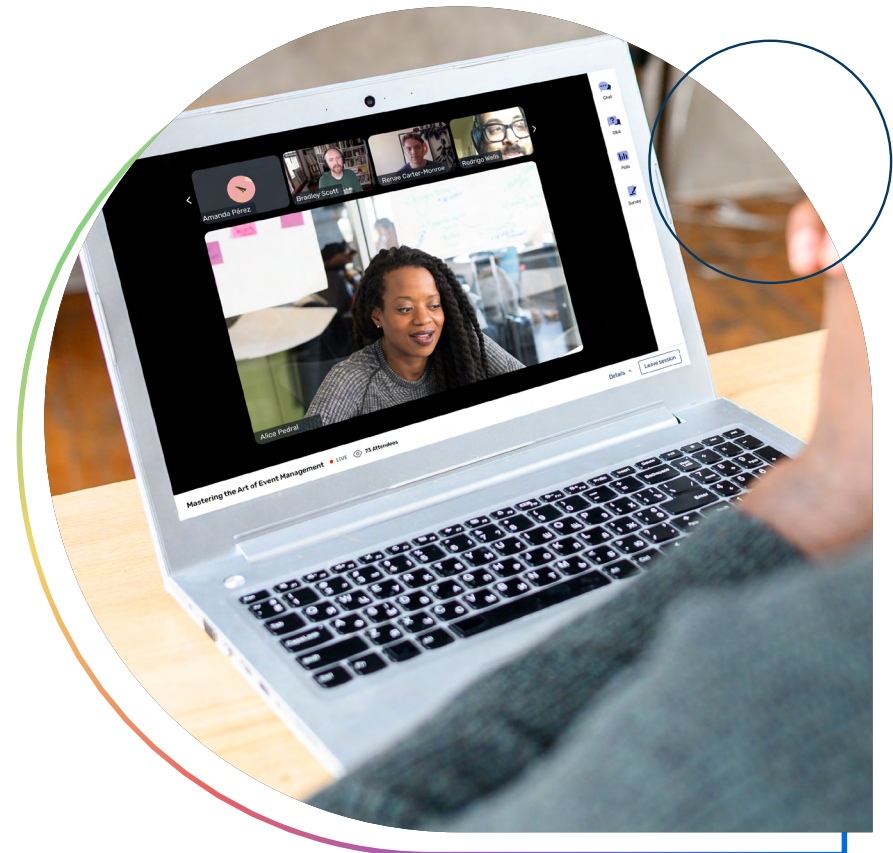
With webinars, your content IS your event. Webinars should be thought of as multi-layer experiences.

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 60-minute time bound!

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.



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

THE POWER OF AGILITY

It's critical for marketers to be able to speak in real time on emerging topics. But sometimes that can be a challenge if your programs, and the technology powering them, aren't agile and able to keep up with changing demands.

Instead, you need a technology platform that empowers you to quickly and easily add last minute webinars to your schedule. Only then can you produce relevant and timely content that your audience will appreciate, with minimal disruption and stress on your marketing team. This allows you to capitalize on new trends and marketplace dynamics in an effective, powerful way that can help drive more leads for your team.



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 ENGAGEMENT

When it comes to webinars, attendee engagement is the name of the game. So, why not borrow some tricks from platforms like TikTok and social media live streams? You know, the ones where people leave comments and react with fun emojis. Let's bring that familiar interaction to your webinars!

By offering attendees a similar experience, we make it easy for them to jump right in. Instead of being a passive viewer of content, allow them to actively participate. No need for them to learn new engagement methods – they can express themselves just like they do on their favorite social media platforms. That's the kind of comfort we're aiming for!

To make it happen, choose a webinar platform that lets attendees leave comments and use emojis to react. Encourage them to ask questions, share insights, and react in real-time. We want the webinar to feel like a community, buzzing with energy and inclusiveness.

The secret sauce? Bridging the gap between their online engagement experiences and your webinar. We want to meet attendees where they're already comfortable. By creating a familiar and engaging webinar experience,

we're setting the stage for active participation and memorable moments

Remember, our goal is to remove any barriers and make attendees feel right at home. We want them to freely express themselves, knowing that their voice matters. So, let's infuse that familiar touch into your webinars and turn them into lively, interactive events that leave a lasting impression.



03 HARNESSING NEXT-LEVEL AUDIENCE INTELLIGENCE

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.

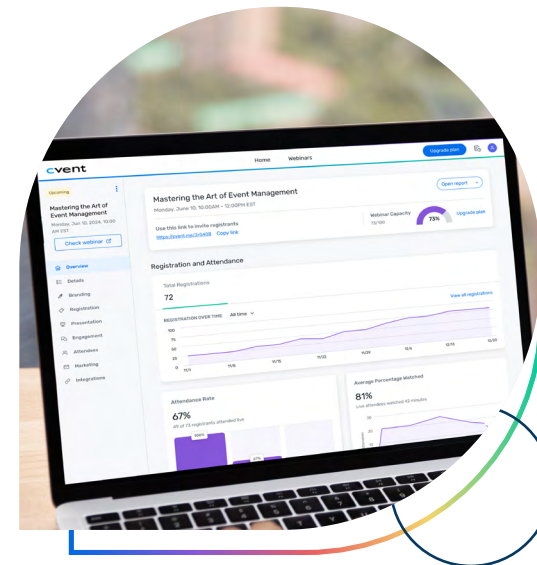
In Webinars Reimagined, engagement is the main metric that demonstrates a webinar's success. By tracking how attendees participated during the live-interaction segments of the webinar (e.g., in polls, Q&A, and chat), you can determine how engaged any specific attendee was AND view and follow up with 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



Keep a pulse on your webinar with real time data. Use insights to optimize your marketing mix and maximize attendance and engagement.

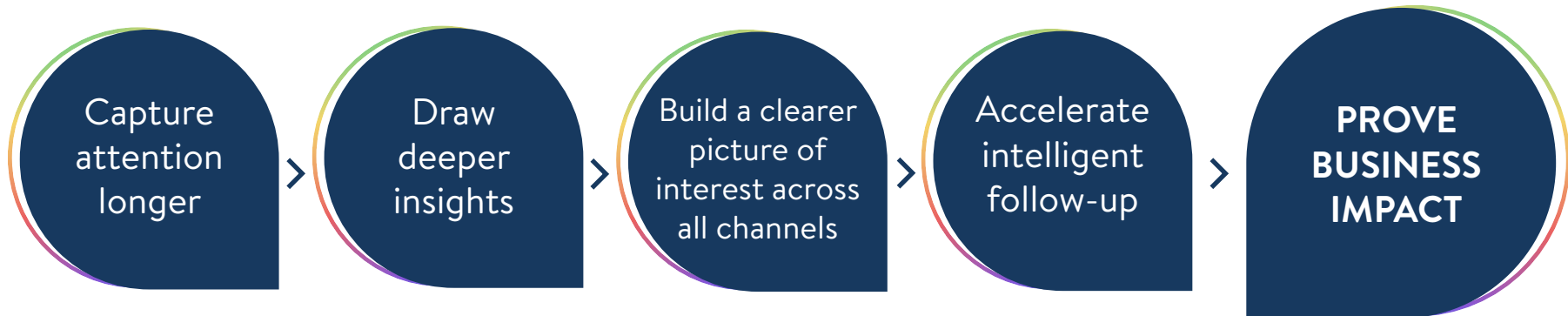
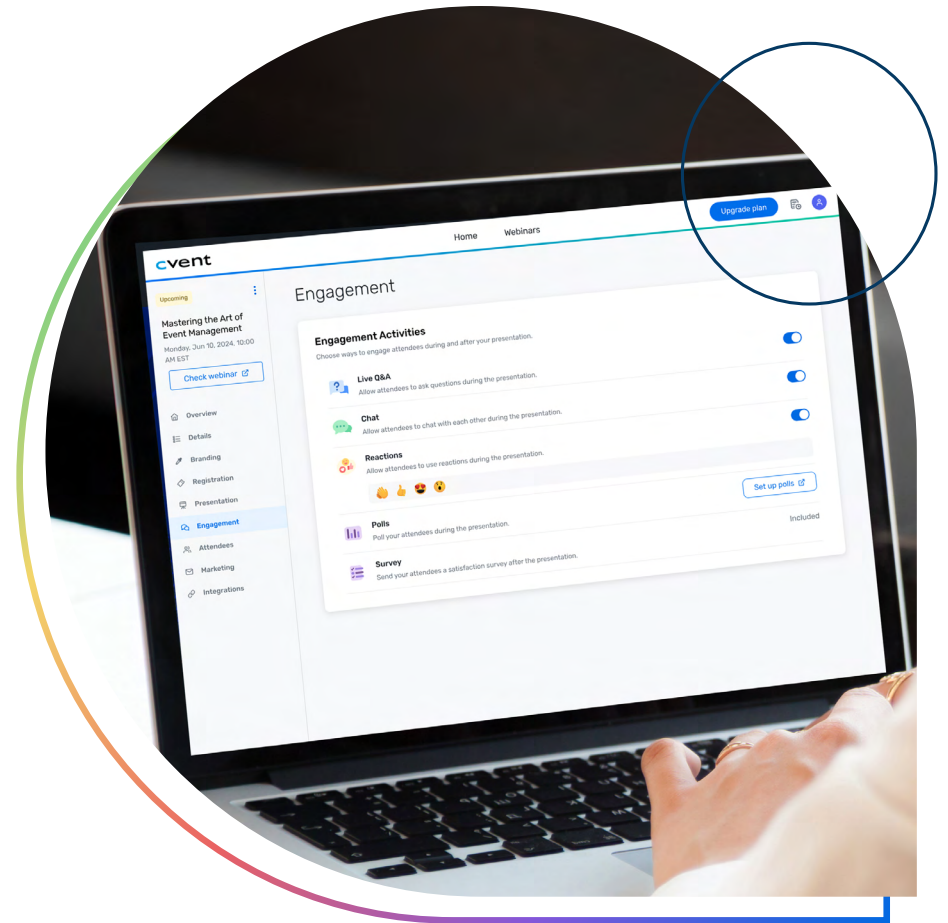
on topics of interest, what their learning objectives are for the session, and if they have any questions to submit in advance. After the webinar, be sure to send out a post-webinar survey that is as customized and personalized as possible. The feedback you receive from the post-webinar survey will provide 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.



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 WEBINAR

Cvent Webinar is the ultimate solution to hosting engaging, professional webinars. With built-in audience engagement features and production tools, you can keep attendees engaged, create stunning visuals and customize your show.

- Three presentation types to choose from: live broadcast, collaborative, and simulive
- Manage the entire lifecycle of your webinar, from registration, to post webinar reporting and insights
- Built-in production studio with lower-thirds, custom backgrounds, media files, transitions, and more
- Advanced engagement features like chat, emojis, Q&A, upvoting, reactions, polling, and surveys
- Optimized for wide adoption with little to no training required for users
- Priced to support unlimited webinars with unique per-user pricing
- Real-time data dashboards for continuous optimization

[Try Cvent Webinar Today >](#)





Cvent is a global meeting, event, travel, and hospitality technology leader.

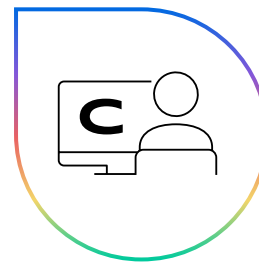
Cvent provides easy-to-use, integrated technology solutions to maximize the impact of meetings and events of all sizes. We help organizations plan and market events, execute onsite, engage audiences, and measure and analyze results.



IN-PERSON



HYBRID



VIRTUAL



WEBINAR

[Learn More](#)

