

Client-Facing Webinar Best Practices

Preparation

- 1 If you do not have a webinar platform, first see if anyone in your office has experience with any platforms. Be sure to familiarize yourself and anyone on the team involved before you start using it.

Popular platforms include:

- » [Zoom](#)
- » [GoToWebinar](#)
- » [Cisco WebEx](#)
- » [Adobe Connect](#)
- » [Google Hangouts](#) (limited to 25 participants if using video)
- » [AnyMeeting](#)
- » [BigMarker](#)
- » [WebinarJam](#)

- 2 Plan some time to practice going through the webinar with your team before the event.

- 3 We recommend two speakers who have great rapport with one another to make the event more conversational. It helps the audience feel like they're a part of a discussion instead of being "talked at." We also suggest a third person watch the chat box and answers questions from the clients.

- 4 For client-facing sessions, we generally do not recommend opening the webinar for live questions. You can provide a phone number, online meeting schedule link and email to the attendees to contact you with any questions that they may have after the webinar.

- 5 **Promote your webinar:**

- » Depending on your target audience, you can promote via email and on social media.
- » Provide the attendees with a brief overview of the content.
- » Remind the registered attendees one day and one hour before the webinar begins; many webinar services have this function built-in.

Presentation

1 Webinar setup

- » Mute all attendees.
- » Turn off video capabilities.
- » Check in with the attendees to make sure that they can hear you and see your presentation.
- » Start on time and end on time or early.
- » Conduct the webinar from a quiet space, and turn off your alerts on your phone and other technology.
- » Close your email and any application with confidential information.
- » Protect the 15-20 minutes on your calendar before the webinar—you will want to make sure you are ready, and everything is working well.

2 Webinar Presence

- » Speak with authority.
- » Don't talk too fast.
- » Think about having more than one speaker, if that is an option.
- » Mind your non-words, like “umm.”

Post-Presentation

- 1 Determine the best way to distribute the webinar, such as by email or posting to your website.
- 2 Provide your attendees with a call to action at the end of the webinar.
- 3 Send a follow-up email to all attendees and those who registered and did not attend, both thanking them for their time and providing them access to the replay, if it is available ■



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