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Creating Webinars That Your Members Will Want to Attend

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#MatrixWebinar
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Introductions



MatrixGroup®
International, Inc.

www.matrixgroup.net



Companies hire Matrix Group to help them solve four problems:

- **Increase** membership or **reverse** membership decline
- **Retain** members through compelling Web and mobile offerings
- **Reach** new audiences with a clear brand
- **Increase** staff productivity with a streamlined and integrated membership database

About Matrix Group



www.matrixgroup.net



Matrix Group **Services**



Blue Sky provides an award-winning learning management system and webinar and webcast services to maximize your content and create deeper engagement with your audience.

About **Blue Sky eLearn**

1 Why Offer Webinars?

3 Webinar Best Practices

2 What's New with Webinars

4 Action Plan

Today's **Agenda**



A Quick Poll:

- Are you offering webinars?
- If Yes, how many a year?
- If Yes, are you charging?


73% of B2B marketers and sales leaders say a webinar is the best way to generate high-quality leads.

40% of all demand-generation webinars use some type of engagement feature.

56 minutes is the average viewing time for webinar attendees

35% of all webinar views coming from on-demand only (post-webinar) audiences.

Webinar Statistics



Why Offer Webinars?



- Way to deliver education in between larger, in person events
- Deliver education to larger audiences
- Lower cost education
- Offer on demand education
- Another revenue source

Why Offer Webinars?

A purple-tinted background image showing a person's profile and hands typing on a keyboard. The image is split horizontally by a dark band containing the title text.

What's New with Webinars



- Breakout Rooms
- Micro Webinars
- Video of Speakers
- Polling and Discussions
- Social Media as Platforms
- Archiving Webinars

What's New With Webinars

The screenshot displays a virtual breakout session interface. The main window is titled "Whiteboard 103 - Breakout 2". It contains a task instruction: "Organize these AFC teams in their correct division and in the order you think they will finish". Below this, there are two columns labeled "West" and "East". Under "West", there is a list of teams: 1. Broncos (blue), 2. Raiders (black), 3. Chiefs (red), and 4. Chargers (yellow). Under "East", there is a list of teams: 1. Patriots (blue), 2. Bills (red), 3. Jets (green), and 4. Dolphins (teal). To the right of the whiteboard, there is a panel titled "Instructions - Breakout 2" with a "Breakouts" section. It says "You are now in a breakout session." and "Collaborate with your group to arrange the icons in the proper order. You can each click on each item to drag and rotate them. Also, remember your lines are open, so feel free to speak to one another. Only your group members can hear you." Below the instructions, there is a "Chat 11 - Breakout 2 (Everyone)" section with messages from "Ransie: go broncos!" and "Jeremiah: not a chance!". At the bottom, there is an "Attendees (2) - Breakout 2" section listing "Jeremiah" and "Ransie".

- Encourage small groups to further discuss and share thoughts on relevant topics
- Allows for additional engagement

Breakout Groups



- Bite-sized webinars
- 15-20 minutes
- Usually cover a very specific portion of a specific topic

Micro Webinars



- Play short videos to showcase sponsors
- Cross-promote other events before and during a break mid-event
- Have the presenters present on video

Video

What is the weather like?

Prepare View Votes Close

What is the weather like?

<input type="checkbox"/> Sunny	<div></div>	0%	(0)
<input type="checkbox"/> Cloudy	<div></div>	100%	(1)
<input type="checkbox"/> Cold	<div></div>	100%	(1)
<input type="checkbox"/> Hot	<div></div>	0%	(0)

☐ Broadcast Results

- Audience involvement increases engagement
- Allows speakers to receive increased knowledge about the audience

Polling and Discussions



- Give attendees a break during the event to stretch out with office chair yoga
- Promote giveaways as a way to increase attendance
- Before the event begins, create an interactive lobby with fun trivia questions, games, and attendee location maps

Games and Giveaways



- Facebook Live
- IGTV - Instagram TV
- YouTube Live
- Twitch

Social Media as Platforms





YouTube

Search



Tesla Q2 2018 Financial Results and Q&A Webcast [LIVE]

28,284 views

782

30

SHARE



Social Media as Platforms

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AWS launchpad

What's New with AWS?



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Matrix Group Webinar: When Slack-ing is Good for...

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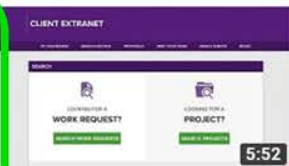


The Benefits of a SOC 2 Audit - Jeff Young, Principal at LLP

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Client Extranet



GDPR Compliance: How to Get Started



Matrix Group Webinar: The Road to GDPR Compliance



What is GDPR and How Will it Affect My Organization?



MatrixMaxx 18.1 Overview Session

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Archiving Webinars



Course Details

We know we've got to go digital to remain relevant with our learners. But because investing in eLearning can either serve up a passive revenue stream boom or a catastrophic budget buster – a proven strategy is imperative.

In this session we'll talk about crafting a winning value proposition, avoiding common mistakes that kill registrations and explore pricing structures that combat one-offs.

By the end of this course you will:

- ✓ Apply a 4-part framework that will clarify your value proposition
- ✓ Consider five common registration killing mistakes you may be making
- ✓ Explore five options for pricing eLearning programs

INCLUDES:

- 60-minute on-demand video
- 1 Worksheet
- Reflection Exercise
- 3 Question Quiz
- Course Evaluation
- Access on all devices

Producing Wildly Popular Webinars

The vast majority of webinars are boring, long, unidirectional, and clearly not designed to be learning experiences. Webinar technology was designed for virtual interaction. It has the potential to be a powerful player in the learning portfolio.

In this course, you'll view a live webinar where Jocelyn offers a model for enhancing the quality and engagement of webinars.

You'll then have the ability to leave feedback in a post-event survey and receive a certificate of attendance.

What Will I Learn?

- ✓ How to work with speakers to design interactive experiences
- ✓ How to keep the conversation stoked even after the event ends
- ✓ How to produce webinars like a pro
- ✓ How to enhance the quality and engagement of webinars

- 100% online course
- Beginner Level
- Approx. 1 week to complete



How to Produce Wildly Popular Webinars

Live Web Event: Fri, June 28, 2019 @ 10:00 AM PDT



Post-Event Survey

Survey: 3 questions



Producing Wildly Popular Webinars - Certificate of Attendance

Certificate: 0/2 Course Items completed



BONUS

This Path Showroom course has been designed to demonstrate Level 1 eLearning. After completing the course assets, access my learning design plan and Level 1 eLearning criteria.

Archiving Webinars



Webinar Best Practices

25%

of attendees prefer to participate on Thursdays, followed by Wednesday (24%) and Tuesday (22%)

11am

local time is the best time, to attract the most registrations. Webinars at 2pm come in a close second

3pm

Eastern is the best time of day when attendees will be spread across the country

60

minute webinars attract 2.1x more registrations than 30-minute webinars

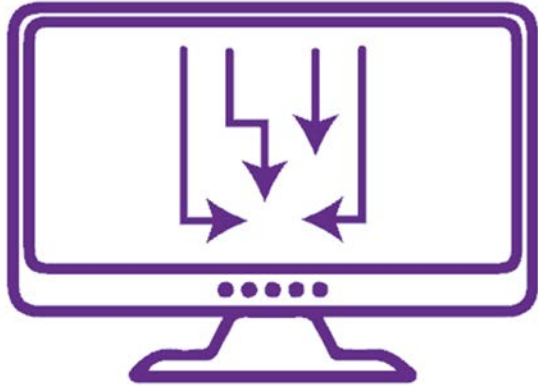
Scheduling Your Webinar

24% of all webinar registrations occur on Tuesdays

69% of registrations occur the week of the webinar

33% of registrations occur the day of the webinar

Promoting Your Webinar



- Hold speaker prep meetings
- Have multiple presenters when possible
- Create good-looking slides
- Have support staff

Webinar Best Practices

QUESTIONS?

After the webinar, ask questions:

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On Facebook: MatrixGroup, BlueSkyeLearn

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