

The 27 Essential Questions of the Indispensable Webinar Producer

Webinars (web-based seminars) have become an irreplaceable part of the communications mix for many organizations. Their value is not only in reducing travel expenses, but also in reaching audiences with content more quickly, creating and maintaining close communication with employees, partners, and customers. Perhaps best of all, because they're live audio/visual/video experiences, the opportunity for realtime interaction improves attention and impact versus conference calls alone.

As the webinar "producer," you're the plate-twirler, cat herder, and glue holds together the project. Whether you're brand new to webinars or you've already rolled up your sleeves with web conferencing, there are 27 essential questions you've got to be the master "answer finder" for.

In this session we're going beyond product features to get to the insights you need to be the trusted advisor and master virtual event planner.

Even if you don't make it to this session (Webinars, Revealed!), there's a resource list below you'll find it useful to keep handy.

Note: If you're brand new to webinars, you may also want to check out the free trials available to you by the vendors I've listed in the resource list.

To your successes,

Roger

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Roger Courville is author of *The Virtual Presenter's Handbook*, *The Virtual Presenter's 102 Tips for Online Meetings, Successful Webinars with GoToWebinar*, and contributing author to *Business Expert Guide to Small Business Success*. He's an expert in the human factors of virtual presentations and workshops, and an internationally sought-after speaker on how to transform attention and results using live online communication technologies.

Roger has reached tens of thousands both live and writing for publications such as National Speakers Association, ASTD, Training Australia Magazine, eLearningGuild, and American Management Association. His 2008 paper "Five Keys to Moving Training Online" won TrainingZone.co.uk's Reader's Choice Award for "Top Download of the Year."

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Plan and Schedule

- Who are the *right* members of the “webinar team?”
 - The three critical roles and three optional support roles:
- What’s the best day of the week and time of day for this webinar?
- What is the duration of the webinar?
- Will this webinar (or one very similar) be offered in the future?

Produce

- Telephone, VoIP (voice over internet protocol), or both?
- Open audio lines or “listen only?”
- Which fields should be required on the registration page?
- Where should we redirect registrants after they’ve registered?
- What additional questions, if any, should be asked on the registration page?
- Which features should be turned on/off?

Promote

- Is “WIFM” clear in the registration copy?
 - Is there a social media hashtag that should be included?
- When do invitations need to be sent?
 - Will they be sent more than once?
 - Should we monitor response rates?

Practice

- Do we need a separate “room” for a walk-through/rehearsal?
- What is the essential information each role/participant needs to succeed?
- Is each participant in the same environment as they’ll be in for the live event?
 - If not, what is the plan to help them test everything?
- How will Q&A be handled?
- Will the PowerPoint be available to participants afterward?
- When the webinar is done, will there be a de-brief session?

Present and Wrap Up

- How soon before the webinar start time will we log in?
- What late-breaking changes should we accommodate, if any?
 - What does everyone need to know to respond appropriately?
- Were there any unanswered questions or other promises that need follow-up action?

Presentation Resources

(A Few Leading) Webinar Companies with Free Trial

- www.gotowebinar.com
- www.webex.com
- <http://www.adobe.com/products/adobeconnect.html>
- www.anymeeting.com
- www.clickwebinar.com

Color

- <http://colorcop.net> (PC)
- <http://colorsnapper.com> (Mac - \$4.99 in the App Store) Note: The price is a little steep, but a great buy if you need to match colors often!
- Color Matters: Symbolism, design, vision, space, marketing, and more! <http://www.colormatters.com>
- Free Online Color Tools: Color Schemers and Color Palettes Tools <http://websites tips.com/colortools/>

Images and Graphics

- 25 Free Stock Photo Sites <http://www.digitalimagemagazine.com/blog/featured/25-free-stock-photo-sites/>
- Free Photo Editing Tools for People who aren't Photoshop Savvy <http://www.wix.com/blog/2012/05/free-photo-editing-tools-for-the-less-photoshop-savvy/>
- 45 Free Speech Bubbles to Make Your E-Learning Courses Talk <http://www.articulate.com/rapid-elearning/over-45-free-speech-bubbles-to-make-your-e-learning-courses-talk/>
- Internet for Image Searching (Finding copyright cleared images for your work) <http://www.vtstutorials.ac.uk/tutorial/image searching/?sid=2696957&&itemid=107>
- TinEye Reverse Image Search <http://www.tineye.com>
- Search Engine for Flickr Images <http://compfight.com>
- Choosing a good chart http://extremepresentation.typepad.com/blog/2006/09/choosing_a_good.html

Fonts

- 20 Beautiful Handwritten Fonts That Shouldn't be Free <http://www.demilked.com/beautiful-free-handwritten-fonts/>
- 4 Rules for Combining Typefaces <http://www.dynamicgraphics.com/dgm/Article/28746/index.html>
- Free Fonts <http://www.dafont.com>

Other

- 7 Essential multimedia tools and their free alternatives http://www.mediabistro.com/10000words/7-essential-multimedia-tools-and-their_b376
- 101 Tools to Convert Video, Music, Images, PDF and more <http://www.cogniview.com/convert-pdf-to-excel/post/conversion-central-101-tools-to-convert-video-musicimages-pdf-and-more>
- PowerPoint Add-Ins <http://skp.mvps.org/index.html#.UMZ5nEJ5nzi>
- Top 100 Learning Game Resources <http://www.upsidelearning.com/blog/index.php/2009/06/24/top-100-learning-game-resources>
- Mindmapping, concept mapping, and information organization software <http://www.mind-mapping.org>