

Webinar Best Practices

Just like you, our goal is to maximize attendee engagement for every one of your Webinars! We have facilitated hundreds of Webinars in the healthcare market, which has allowed us to gain valuable insight on the type of content the audience prefers. Here is a list of BEST PRACTICES to help you make the most of your Webinar opportunity.

Do

- **Be a Thought Leader:** Present practical content that helps your audience (customers or potential customers!) do their jobs better, react to the market, plan for the future or understand a new concept. Tips, checklists and take-aways are always great.
- **Consider the Audience:** Their time is valuable. The goal is to present material for the *benefit* of the audience, rather than the goal of “getting our name out there.” They should see you as a trusted resource for *more* than just a product or a service.
- **Allow Time for Q&A:** As a thought leader, you can address specific audience questions or offer to follow up with them later if the answer is not at your fingertips during the Webinar time. Aim for no more than 2 minutes per answer during the live Q&A discussion.
- **Be Aware of Ethical and Political Contexts:** There are many controversial issues in healthcare, and your audience members may not all be in agreement.
- **Fulfill the Learning Objectives:** The audience will expect information that satisfies the Webinar description.

Don't

- **Sell:** Your Webinar content shouldn't be based on product demonstrations or your company selling points. Even subtle salesmanship can turn an audience away—it's the #1 reason an audience will leave a live Webinar.
- **Miss Your Timing:** Our platform allows you to skip past slides to keep on schedule, but rehearsing the timing of your presentation is always a good idea to ensure you cover all the intended content.
- **Ramble:** If you catch yourself rambling, it's a good idea to say: “The main point I wanted make here is...” and move on.
- **Be Too Clever:** Using a particularly humorous or dramatic title or theme might not resonate well with your professional audience. Likewise, *overuse* of animation, poll questions or other special features can detract from the value of the content.
- **Attempt to Cover Too Much Material:** Webinars allow you to take a deep dive into a defined issue. Rather than trying to cover every aspect of the issue, cover one essential element and offer lots of detail the audience might not be able find anywhere else.

If you have specific questions on your Webinar content, we're here to help!

Contact: Jessica Oldfather, joldfather@endeavorb2b.com, 941-259-0837