[Session 2]
Webinar Lead Generation
9th April 2020

The webinar will be started at 3pm HKT (GMT+8).

Information Classification: General

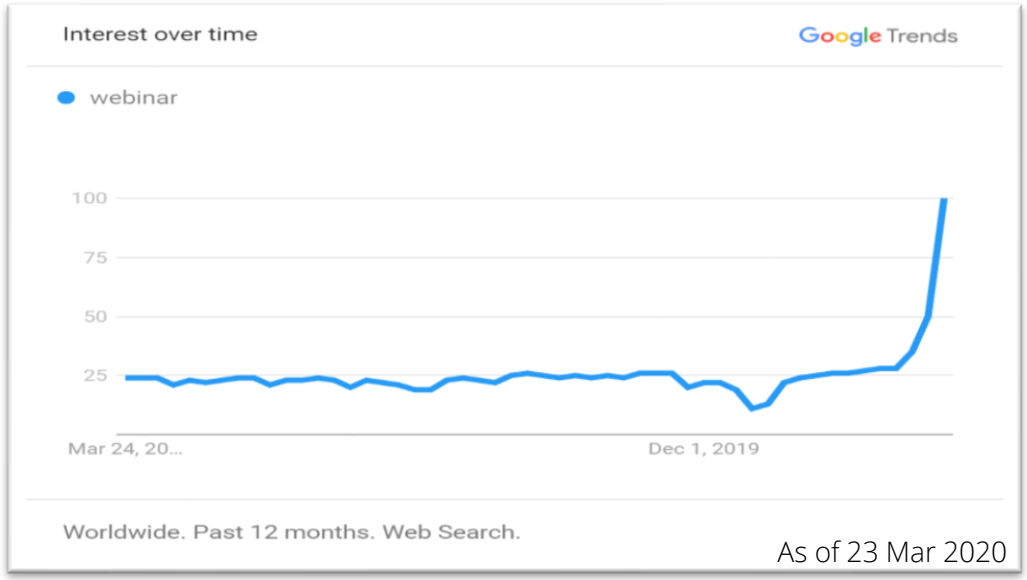
[Digital Product Starter Kit] Webinar

Digital Business & Advanced Analytics

Informa Markets Asia

Webinar

Position your customer as an industry expert and connect with prospects



Global searches for “Webinar”

- hit an all-time high, reached the highest point in past 12 months
- 4 times compare to “Normal state”

Use **Webinar** to

- Support our communities deal with the disruption caused by COVID-19 and give them leads regardless of physically restrictions.
- Turn your event digital, keep the relationship and engagement with our exhibitors and buyers

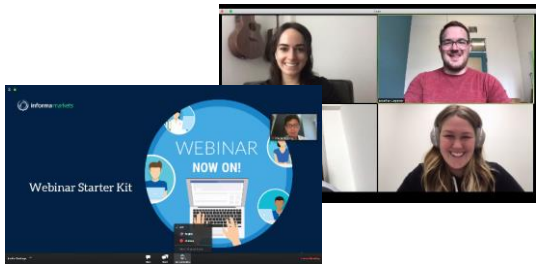
Information Classification: General

Types of Webinar

The main types of approach, depends on the needs of customer/event

Single Webinar

An one-off event, usually based around a topic like an industry update, knowledge sharing, with sponsor who receive the leads. The most important is to have a clear objective that meet the business interest.



Sales opportunities
- Sponsored webinar (single or multiple sponsor(s)
- Webinar hosted by IM and delivered by customer

Small Meetups

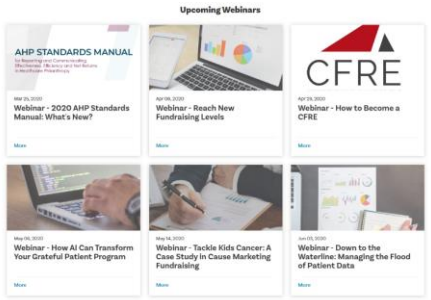
Such as panels, advisory boards. Example like the cancellation of any Awards, use it as an alternative to announce the winners

Sales opportunities
- Banner Ad on webinar promotional materials

Webinar solution
- Microsoft Teams / zoom

Webinar Series

More than 1 webinar with similar theme, it can be a training series, a number of webinar with linked topics etc., the aim is to establish creditability on a specific topic and keep a group of loyal followers. E.g. Webinar Week



Sales opportunities
- Sponsored webinar series
- Webinar series with IM

Webinar + Other contents

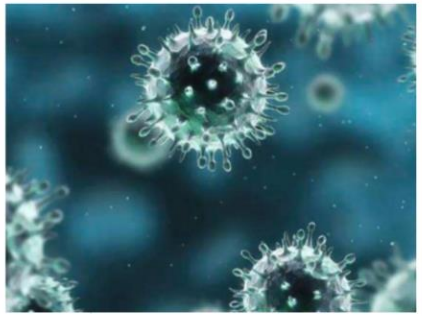
Combine webinar with other contents (e.g. videos, whitepapers) to reinforce the image of the customers/ products from the webinar, target to have an all-rounded promotion and reach out to as many audiences as possible

Sales opportunities
- Webinar hosted by IM and delivered by customer with other products (e.g. web content, publications, blogs etc.)

Information Classification: General

Webinar Content

Education on a hot/key topic



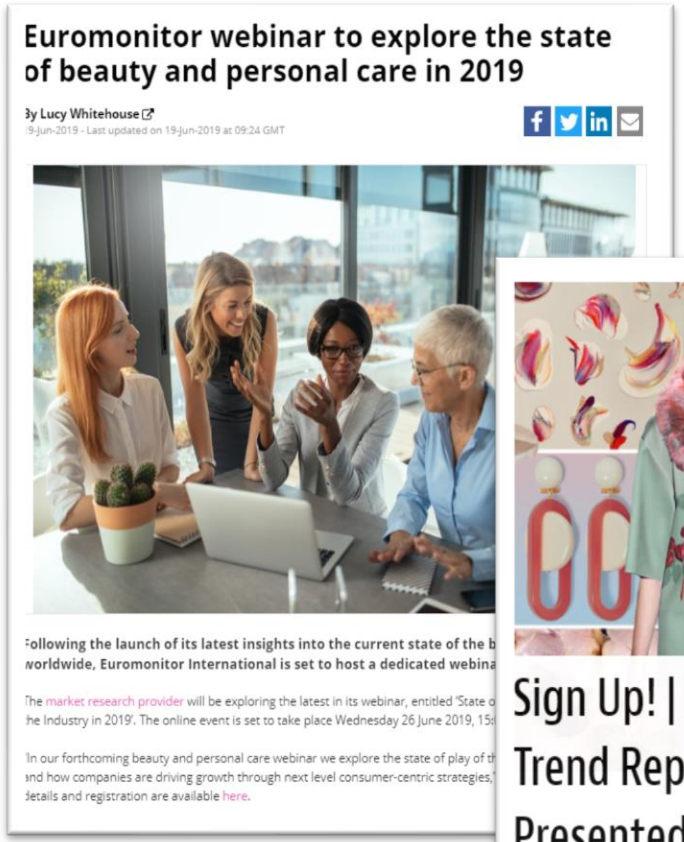
Topic	[Webinar] How to Take the COVID-19 Outbreak as A Catalyst for Your Business Transformation, Digitalisation and Innovation
Description	In the past few weeks, we have seen how the COVID-19 outbreak tested our crisis management preparedness and continues to change our daily life. In the coming weeks and months, we are expecting to see the pressures of the situation to act as a catalyst to drive fundamental change in the way we do business.

New industry technology/ formulation/ ingredient

Are existing technologies fit-for-purpose in terms of quality, control, efficiency and throughput volumes for manufacturing complex 21st century therapeutics? A new generation of proven, energy efficient, high volume membrane emulsification equipment, promises to be a game-changer for contract pharma. In this webinar you will learn:

- The enhanced therapeutic performance potential for emulsions, double emulsions and encapsulated particles in pharma applications with improved mono-dispersity;
- Why membrane emulsification offers significant advantages over both traditional homogenization and microfluidic processing; and
- Through specific case studies, how this new technology can significantly reduce or eliminate downstream processing steps with significant manufacturing savings.

Explanation on a Whitepaper/ Market Report



Euromonitor webinar to explore the state of beauty and personal care in 2019

By Lucy Whitehouse
19-Jun-2019 - Last updated on 19-Jun-2019 at 09:24 GMT

Following the launch of its latest insights into the current state of the b worldwide, Euromonitor International is set to host a dedicated webina

The market research provider will be exploring the latest in its webinar, entitled 'State o he Industry in 2019'. The online event is set to take place Wednesday 26 June 2019, 15

In our forthcoming beauty and personal care webinar we explore the state of play of th nd how companies are driving growth through next level consumer-centric strategies, Details and registration are available here.

Upcoming industry trend

Information Classification: General

Traffic booster
KOL presentation

OraVital
The Oral Infection Experts™

Gum Disease | Halitosis | Research | KOL Webinars | Audio/Video | News & Events | Blog | Order

Course Title – Oral Systemic Practice – From Theory To Implementation

Webinar Guest Presenter: Dr. Tom Larkin DDS
Thursday March 26th 2020 – Time: 8:00-9:00 PM EST
Free Registration – CLICK HERE TO REGISTER
After registering, you will receive a confirmation email containing information about joining the webinar.

Webinar Summary

The conversation around the oral systemic connection has been very popular the past few years but very few practices have been able to convert to a wellness based model. Dr Larkin describes how he has guided both startups and acquisitions to a more wellness based model.

Biography

Dr Larkin is a popular podcaster and co host of the podcast hygiene superstar. He has most recently founded POW, (Proactive Oral Wellness) a coaching and implementation web site for the most advanced approaches in preventive dentistry. He currently is working with several local startups perfecting his oral-systemic practice protocol and helping develop innovative strategies to promote sustained practice growth and independence.

His newest website oralsysytemicmastery.com provides live training events that boost the awareness of the newest technologies that are re-framing the practice of dental hygiene.

Information Classification: General

Webinar starter kit

informa markets

Live Webinar

Live Webinars / 'virtual keynote' that are developed based on customer preference of the subject matter; they provide all content and speakers, while we provides a facilitator, related advertising and marketing campaign, and the webinar production.
Webinar typically includes live-stream video, slides, audio, and polls.

Exhibitors receive exclusive branding throughout the campaign and leads from all who have registered for the webinar.

What're included (Basic)

- 1 co-branded 1-hour live stream with rehearsal and facilitation – typically 45-minute presentation and 15-miniute live Q&A
- 2-4 emails promoting the webinar to the targeted audiences, both from customer's target list and event database
- Post-webinar deliverables:
  - Leads (registered participants) with full contact details will be shared with the customer
  - Recording of the webinar
  - Webinar reports

Target Customer

All Exhibitors and Sponsors

Purpose

Lead Gen
Brand exposure

Package Value per Supplier

24 SQM / Webinar

Time to Implement

6 weeks

Resources Intensity

Level 2

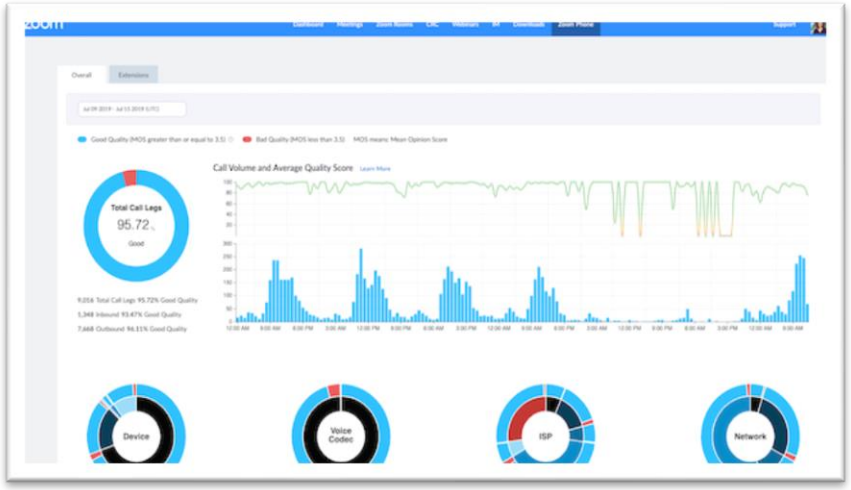
Information Classification: General

Webinar Examples

Live Broadcast

- One rehearsal session
- 1 hour (includes presentation and Q&A)
- Moderated
- Optimized PPT
- Survey / polling

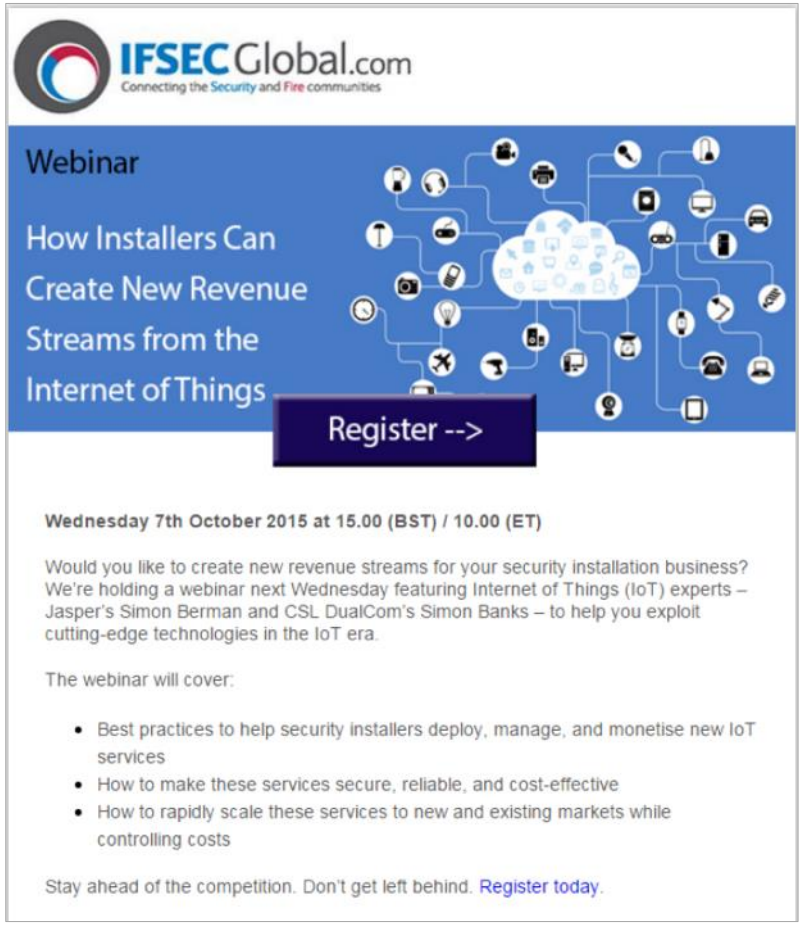
Post-webinar report



- Pre-webinar leads generated
  - Name and email
  - Industry and job function
  - Company information
- Survey and Q&A results
- Link to the recording of the webinar

Information Classification: General

Promotional eDM



IFSEC Global.com
Connecting the Security and Fire communities

Webinar

How Installers Can Create New Revenue Streams from the Internet of Things

Register -->

Wednesday 7th October 2015 at 15.00 (BST) / 10.00 (ET)

Would you like to create new revenue streams for your security installation business? We're holding a webinar next Wednesday featuring Internet of Things (IoT) experts – Jasper's Simon Berman and CSL DualCom's Simon Banks – to help you exploit cutting-edge technologies in the IoT era.

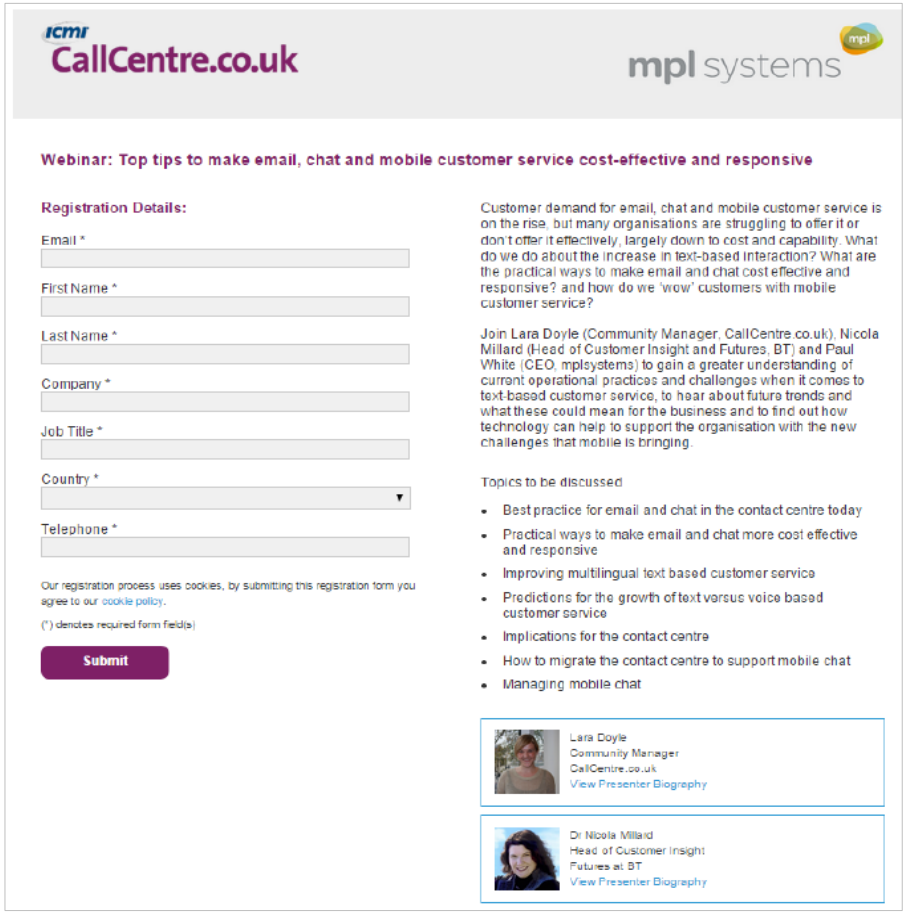
The webinar will cover:

- Best practices to help security installers deploy, manage, and monetise new IoT services
- How to make these services secure, reliable, and cost-effective
- How to rapidly scale these services to new and existing markets while controlling costs

Stay ahead of the competition. Don't get left behind. Register today.

- Retain Informa Markets or Event brand in the header
- 2-4 emails within a month leading up to the webinar

Webinar Registration Page



ICMI CallCentre.co.uk

mpl systems

Webinar: Top tips to make email, chat and mobile customer service cost-effective and responsive

Registration Details:

Email *

First Name *

Last Name *

Company *

Job Title *

Country *

Telephone *

Our registration process uses cookies, by submitting this registration form you agree to our cookie policy.

(*) denotes required form field(s)

Submit

Customer demand for email, chat and mobile customer service is on the rise, but many organisations are struggling to offer it or don't offer it effectively, largely down to cost and capability. What do we do about the increase in text-based interaction? What are the practical ways to make email and chat cost effective and responsive? and how do we 'wow' customers with mobile customer service?

Join Lara Doyle (Community Manager, CallCentre.co.uk), Nicola Millard (Head of Customer Insight and Futures, BT) and Paul White (CEO, mplsystems) to gain a greater understanding of current operational practices and challenges when it comes to text-based customer service, to hear about future trends and what these could mean for the business and to find out how technology can help to support the organisation with the new challenges that mobile is bringing.

Topics to be discussed

- Best practice for email and chat in the contact centre today
- Practical ways to make email and chat more cost effective and responsive
- Improving multilingual text based customer service
- Predictions for the growth of text versus voice based customer service
- Implications for the contact centre
- How to migrate the contact centre to support mobile chat
- Managing mobile chat

Lara Doyle
Community Manager
CallCentre.co.uk
View Presenter Biography

Dr Nicola Millard
Head of Customer Insight
Futures at BT
View Presenter Biography

- Collect leads with contact details and company profile

Information Classification: General

Pricing Case Studies

3 Types of Webinar:

1. Exclusive Sponsorship of Live Webinar
2. Multiple Sponsorships
3. On-demand Webinar

Webinar Sponsorships

Introduce your products and services, placing them in front of an active, qualified audience while educating that audience.

- **EXCLUSIVE SPONSORS OF LIVE/SEMI-LIVE WEBINAR** $9,180
  Moderated by PlasticsToday editorial and live Q&A
- **MULTIPLE SPONSORSHIPS** $4,370
  (Maximum of 4)
- **ON-DEMAND WEBINAR** $5,740
  (20 minutes)—Client to provide content and speaker

PLASTICS TODAY

Information Classi

Revenues and Costs estimates

For reference only, actual revenues and costs depend on collaboration model between digital team and event team, as well as local conditions

Live Webinar (500 participants)	Value (USD)	Unit Cost (USD)	Hard Costs (USD)
Live Webinar Package Value	**$ 8,000**		
2 Email Blasts (10,000 contacts each)		$5 per 1000 contacts	$ 100
Live Webinar (500 participants)		$500 per webinar	$ 500
Sales Commission (5% of value)			$ 400
Live Webinar (500 participants)	**$ 8,000**		**$ 1,000**
Margin $	**$ 7,000**		
Margin %	**87.5%**		

Optional costs

- Interpreter
- Real-time closed captioner/ Live caption software
- Professional Moderator

Assumption: *Use On24 as webinar solution. Other webinar solutions include Zoom, Microsoft Teams.*

Important Guidelines

- Webinar service charges starting from USD 6,000/webinar for sole sponsorship, depends on the industry & location, and the service covered.
- Pricing of Webinar will be decided by event teams
- 100% new revenues generated stay with event team
- Event teams must follow guidelines to track revenue of Webinar service as digital revenue in Salesforce & finance, in order to report digital revenue performance accurately.

Information Classification: General

Upsell/ Bundle Opportunity

Whitepaper eDM + Webinar

- eDM for white paper/market report promotion, with call-to-action for paper download.
- Webinar session to explain the whitepaper /market report to the targeted audience

Online Showroom + Webinar

- Featured products on online showroom and eNewsletter to echo the webinar
- Featured suppliers on online showroom
- Extra 1-min video in showroom to introduce products

Sponsored Web conference

- Sponsorship on web conference series
- Participation on
  - Advertisements on web conference page
  - Short advertisement before viewing the web conference
- Avoid sponsorship to the programme involving the customer itself unless we can keep the objectiveness

Premium promotions + Webinar

- Create contents that can echo the messages in webinar and customers and publish on blog, social media etc.
- Advertisement spaces on event website, social media etc. to promote customer/ product together with webinar
- On-demand webinar hosting
- Follow-up service to create contents and emails from the webinar to further promote to other target segments

Information Classification: General

Related digital products

Event based Podcast channel

A series of podcast (or recorded webinar) go online everyday. Speaker can be expertise in the industry, big players in the industry or senior management from our company, sharing industry updates, product updates or personal comments.

- Benefit to speakers
  - Exposure as the middleman of the industry
  - Event Branding
  - Keep connected to all industry players
- Sales opportunities
  - Sponsored week
  - Sponsored series
  - Dedicated episode

By Sector Interactive Showroom

A number of exhibitors from a selected sector to introduce their product in the webinar one by one, hosted by Informa Markets. High quality buyers interested in that particular sector will be recruited and thus higher chance to get exhibitors and buyers matched.

- Benefit to exhibitors
  - Great chance to introduce products to high quality buyers
  - Great chance to interact with high quality buyers from all over the world
  - Lead generation
- Sales opportunities
  - Participation fee
  - Lead generation

Information Classification: General

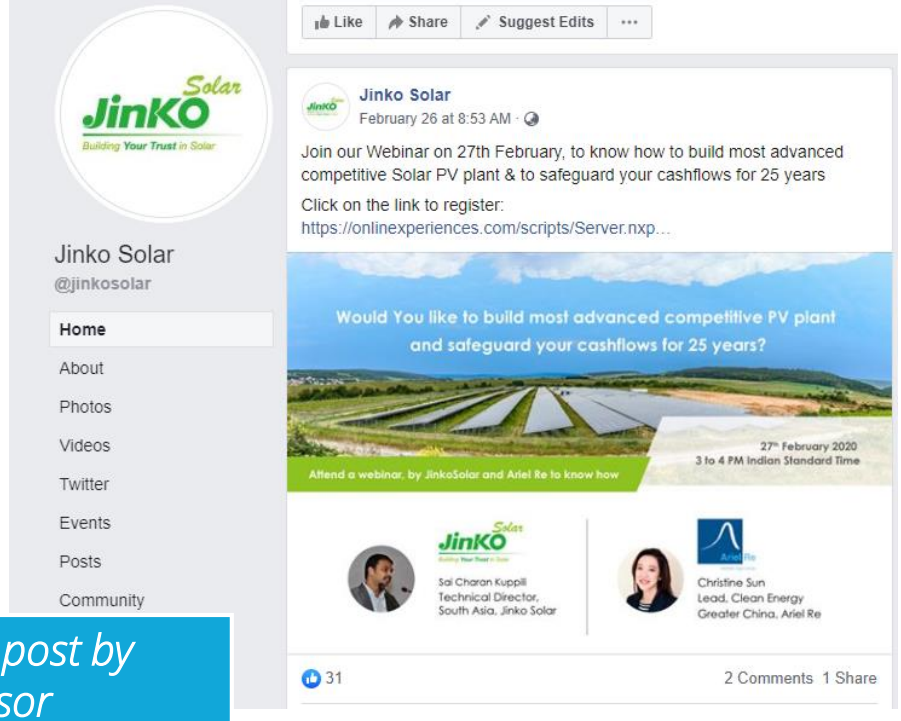
Case Studies

Case Study : RE Master Talk

A Webinar Series by Renewable Energy in India

Webinar with speaker from Jinko Solar, a Global leading Technology leader on Solar PV Technologies

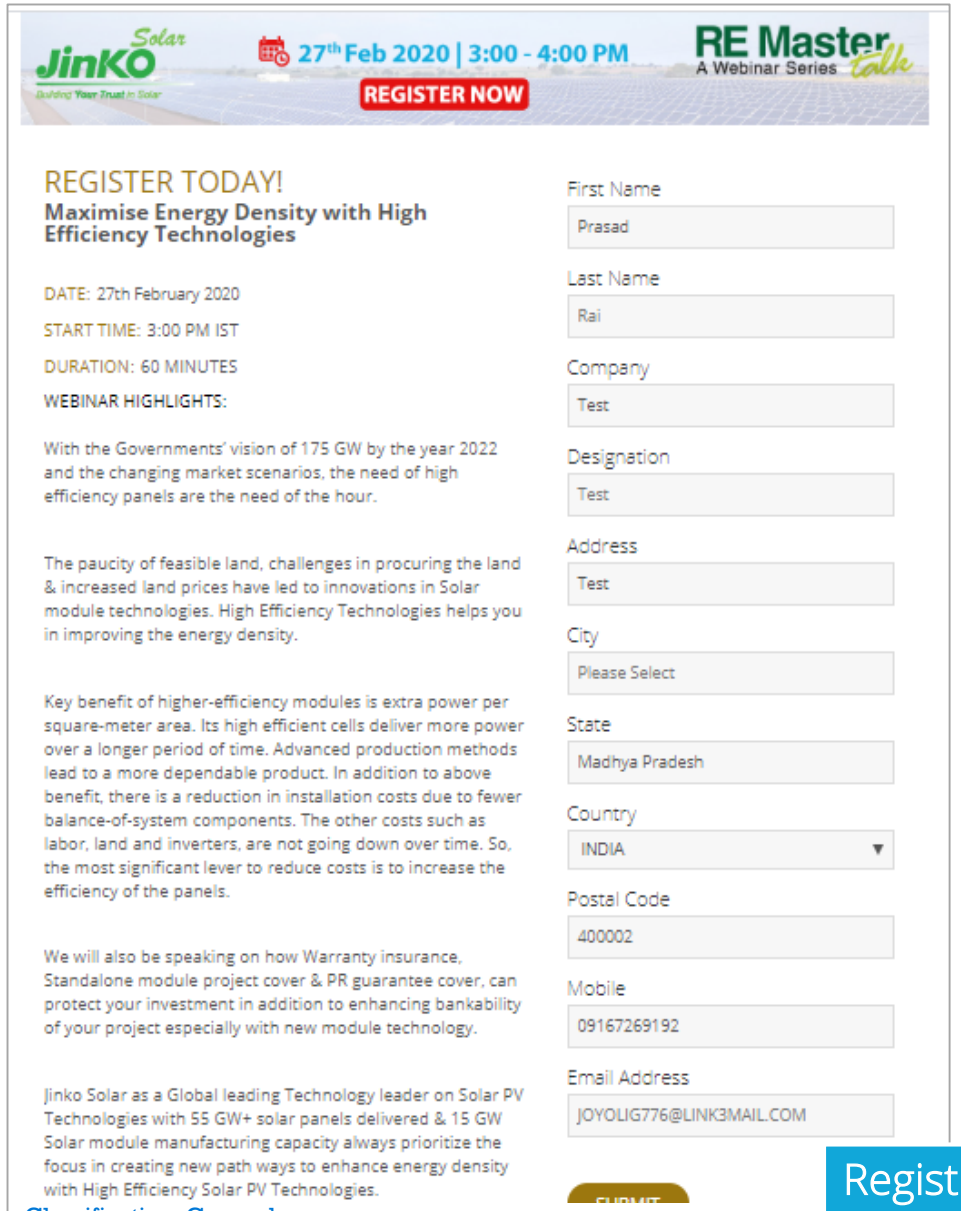
LEADS	VIEWERS	INTERACTION
256	146	75
Total Registration	Live Attendee	# of Questions Received



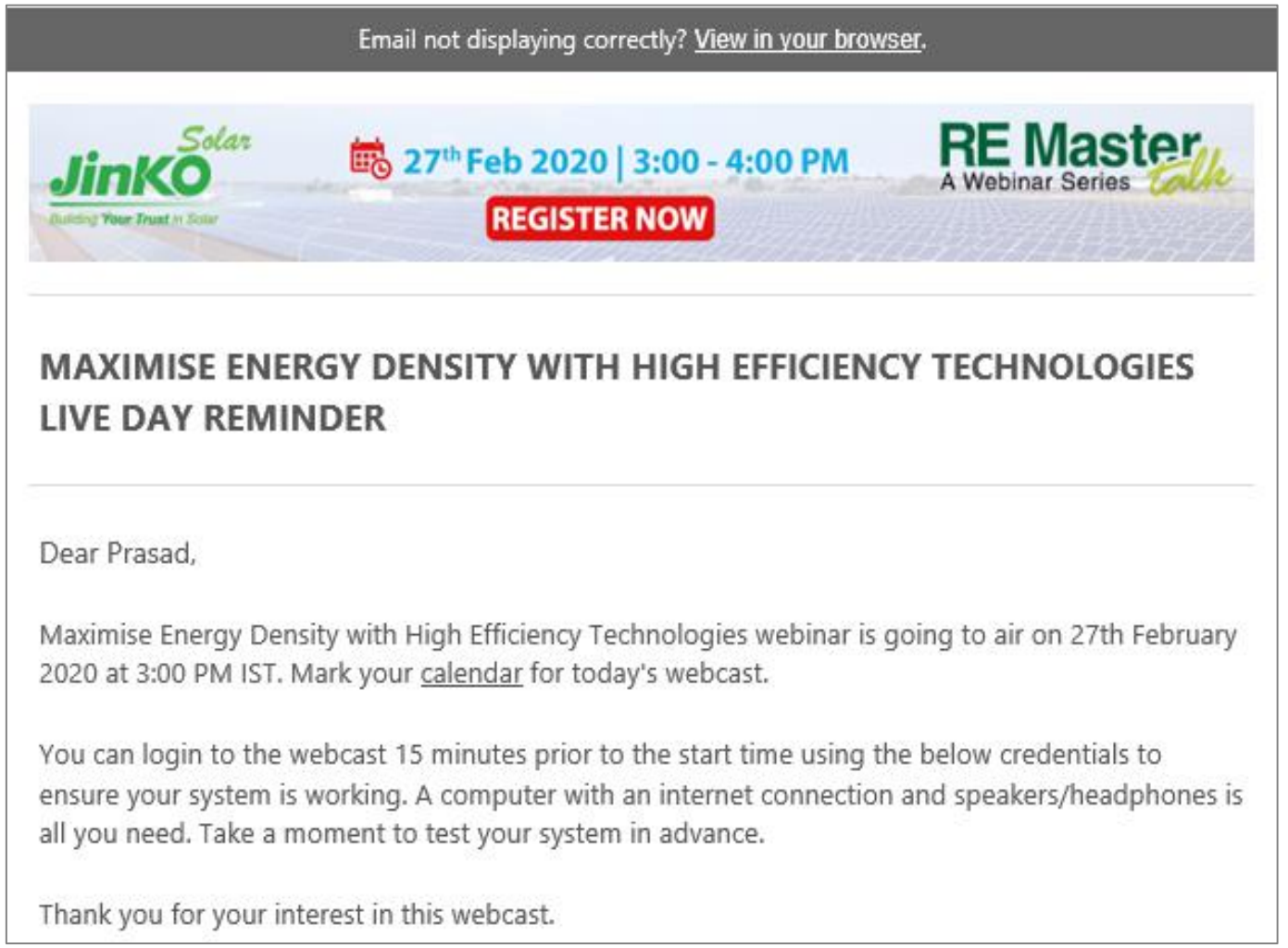
Facebook post by Sponsor

Email Campaign

Case Study : RE Master Talk



Registration page



Reminder Email

Information Classification: General

OUR DIGITAL INITIATIVES

Brochure

RE MASTER TALK – WEBINAR SERIES

- Launched the RE MASTER TALK – WEBINAR SERIES for a dynamic implementation of digital initiatives
- More targeted approach towards engaging TG through digital penetration
- Using tools like presentations, polls, surveys besides knowledge sharing
- Round the calendar engagement with the client and TG
- Successfully conducted Webinars for Jinko Solar, WBCSD, Bergen, Avlon, and Bischof + Klein SE & Co.KG.

RE MASTER TALK: The E-Newsletter

- Bringing the latest analysis and updates in clean energy sector
- Continuous engagement with the clients, both existing and prospective
- A two way platform for knowledge sharing and lead generation

Information Classification: General

IFSEC GLOBAL Webinar Case Study

IFSEC Global partnered with CSC to produce a webinar titled: *How Converged Security Centres Facilitate the Digital Transformation of Security.*

The campaign delivered **383 leads.**

Campaign to promote the webinar included:

- 3 Solus emails were sent to our database
- An article promoting it was published online
- Included in IFSEC Global's weekly Security Briefing newsletter
- Social media promotion

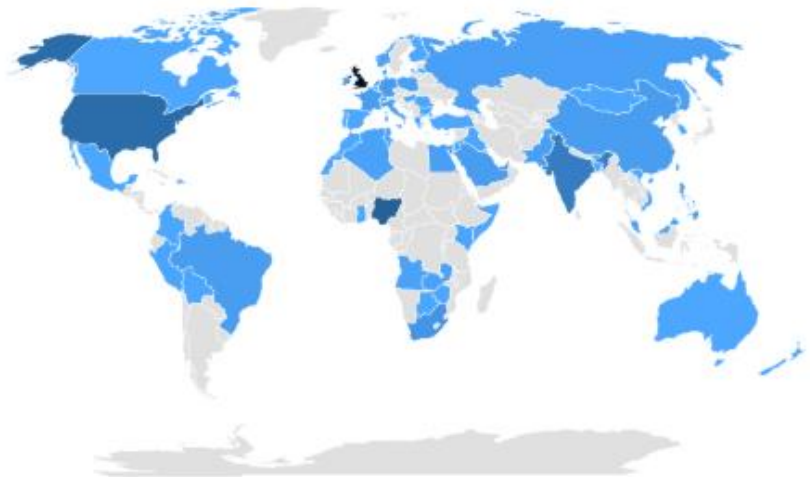
Key Stats

383
Total Registrations

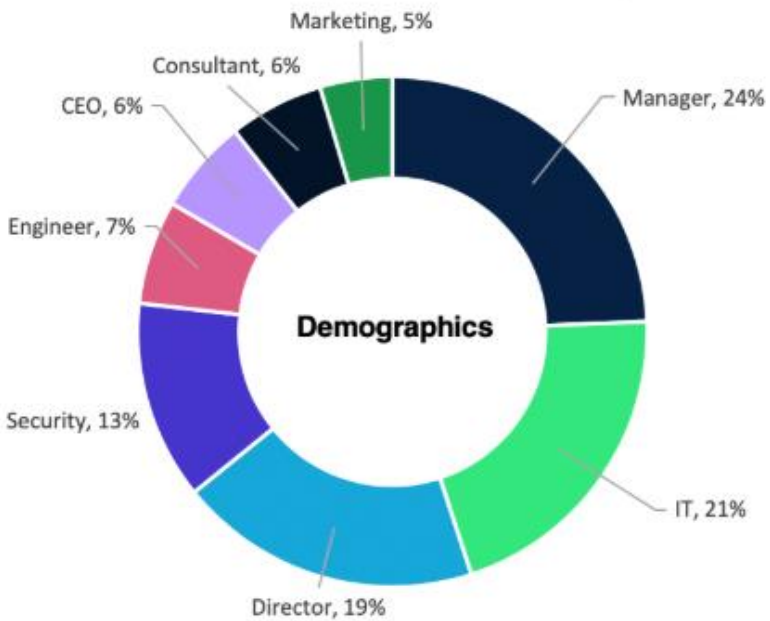
49%
Attendance

120
Live Attendees

Geo-breakdown



Demographics



Attendees included:

Cluster Security Manager
Standard Chartered

Security Consultant
Capita

Head of Security
Buckinghamshire Healthcare NHS Trust

UK Head, Physical Security Operations
CGI IT (UK) Limited

Head of Security
Standard Bank

Senior Protective Security Services Manager
HSBC

Protection Officer
British American Tobacco

Global Operations Director
G4S

Physical Security Officer
Bank One

Head of Security
EY

Global Security Capability Manager
Unilever

Manager, Security and Life Safety
QuadReal Property Group

Section Commander
HM Armed Forces

BDM - Video Surveillance & Security
Dell Technologies

Senior Security Project Manager
Dyson

CPhI North America
Webinar Week

Webinars running throughout the week when CPhI North America was scheduled to take place.

- 5 days of content-rich webinars
- Content from industry experts
- Topics address the industry's response to include the impact of COVID-19 on Pharma industry
- 1 webinar take place each day at the same time.

5 webinars, generate €30,000+ in sponsorship revenue

Video: https://www.youtube.com/watch?v=OpdFDWKjpdw&feature=youtu.be

Information Classification: General

Media Kit

Webinar Week Agenda

Monday, May 4th

Impact of COVID-19: The response of Pharma and Biopharma to the Covid-19 Pandemic

- Pressure on regulators to provide guidance on approvals and clinical trials
- Forming alliances, sharing resources
- Race for vaccine development
- Long-term impact on growth for the overall market growth

Speakers:

Duncan Emerton, Director, **Informa Pharma Consulting**
Daniel Chancellor, Thought Leadership Director, **Informa Pharma Intelligence**

Tuesday, May 5th

Impact of COVID-19: Drug Development

- Preparedness of Pharma in responding to global pandemics
- Repurposing for new indications
- Novel vaccines and therapeutics in development
- Impact on innovative launches
- Tackling the issue of patient recruitment – are virtual clinical trials the answer?
- The long-term view: will COVID-19 shift future R&D toward addressing future virus pandemics, at the expense of investments on developing drugs for other conditions?

Wednesday, May 6th

Impact of COVID-19: Drug Manufacturing Challenges

- The dependence on Chinese API manufacturing, could COVID-19 instigate a return to domestic manufacturing? Will we see an API price surge if manufacturing shifts west?
- Which are the best alternative sources of API supply?
- Supply chain continuity

Thursday, May 7th

Impact of COVID-19: Sustaining the Supply Chain

- Sustaining stock levels and avoiding shortages
- How will governments ensure the supply of essential medicines with border restrictions?
- Cross-contamination controls and supply chain security

Friday, May 8th

Impact of COVID-19: Managing Risk Through AI and Analytics Solutions

- Should pharma make more use of predictive analytics and modelling for disease spread?
- Boosting the success of clinical trials
- AI-led drug discovery platforms

CPhI

Event postponed? Don't miss out on quality leads

Postponing your presence at an event doesn't mean you have to compromise on leads. Over the past 90 days, online searches for webinars have accelerated as travel bans come into place and remote working becomes the norm. Through sponsoring one of our webinars, you'll have the opportunity to be seen as a thought leader, gain brand visibility and generate qualified leads from the CPhI database.

Sponsorship package includes:

- Your branding will be part of our marketing campaign, including a minimum of 3 emails to the CPhI database and via social media channels
- Host one or two content assets in the webinar environment, including whitepapers or other content you want attendees to access.
- Your logo displayed throughout the webinar
- Opportunity to deliver a 10 minute product, company or solution pitch after the editorial content, and to join the Q&A if appropriate
- Sponsored article on Global Pharma Insights, where the webinar will be hosted for 12 months.
- Mp4 video will be made available for your own marketing channels.
- Receive all the qualified and compliant leads from all who register for the webinar as well as detailed analytics included in post-event lead reporting.

Rate: $8,100

Interested in partnering with us?
Contact Celien.VanLochem@informa.com

CPhI

Information Classification: Gene

CBME China Online School

Online lesson series since February, educational content

Single Sponsor of hot topic: How to due with anxiety under COVID-19

Retail excellence series: 1st webinar

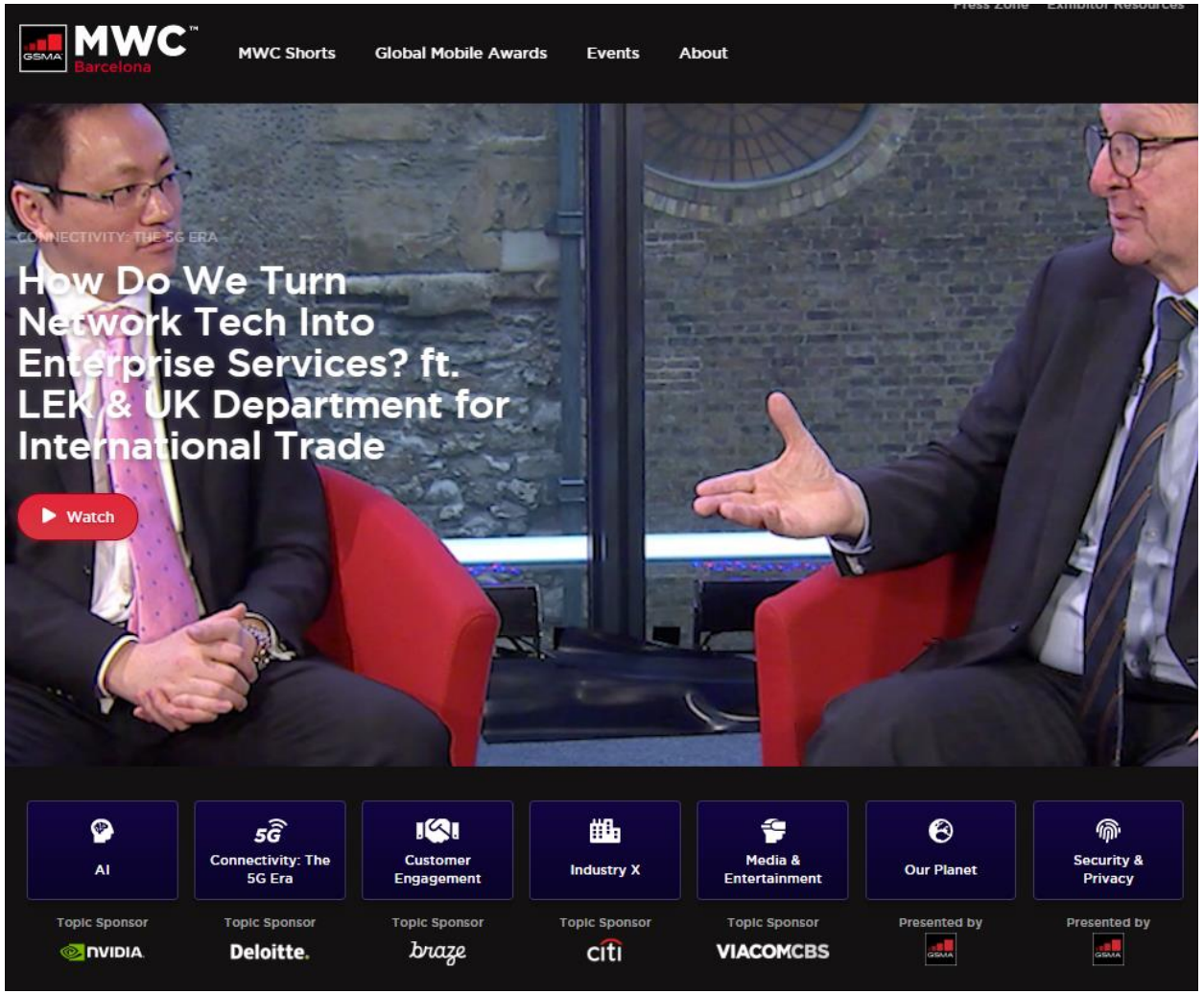
25,000+ unique viewers
RMB100,000 sponsorship by MeadJohnson

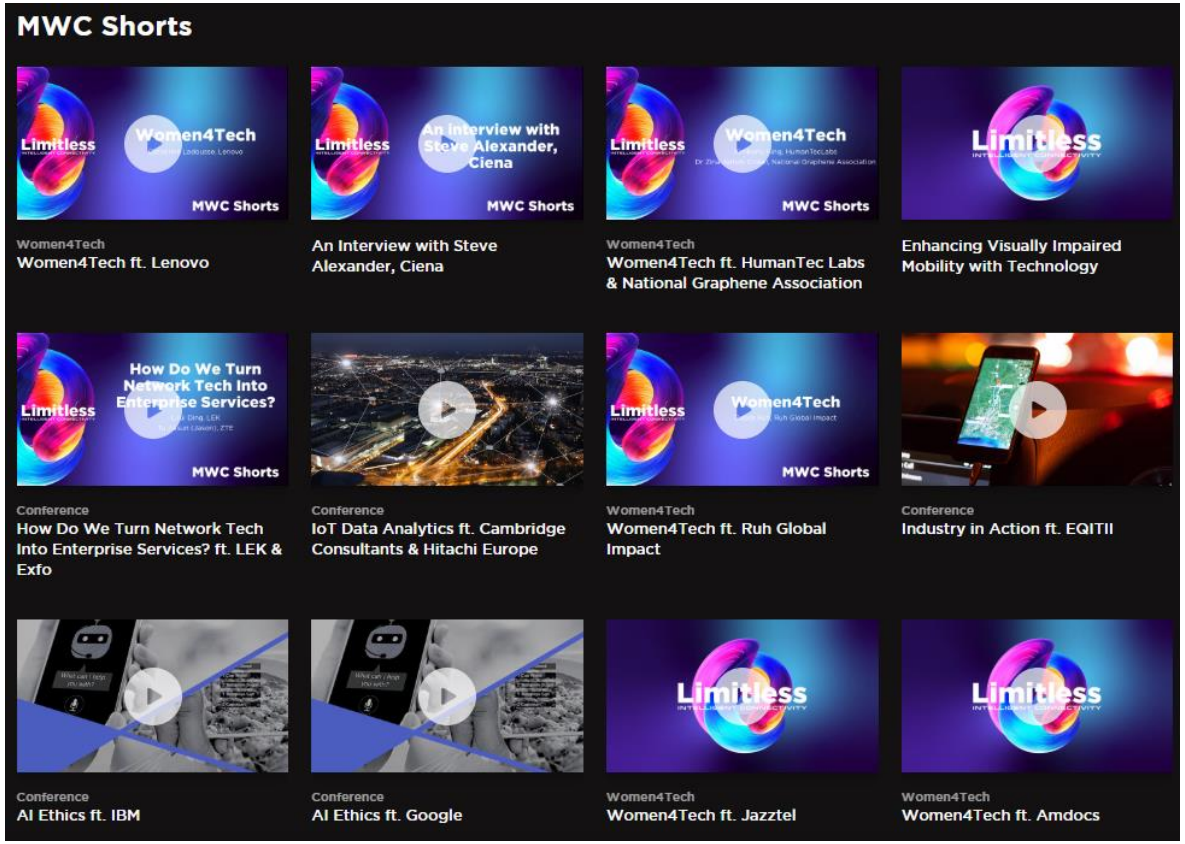
Webinar series by same speaker

Information Classification: General

MWC Shorts – MWC Barcelona

Multiple content tracks , 60+ sessions, 7 topic sponsors



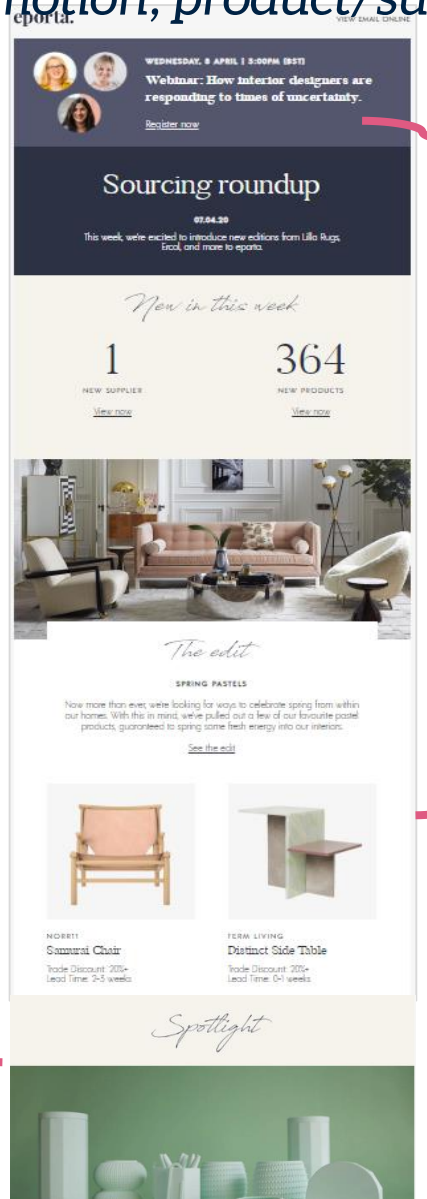


https://www.mwcbarcelona.com/mwc-shorts/

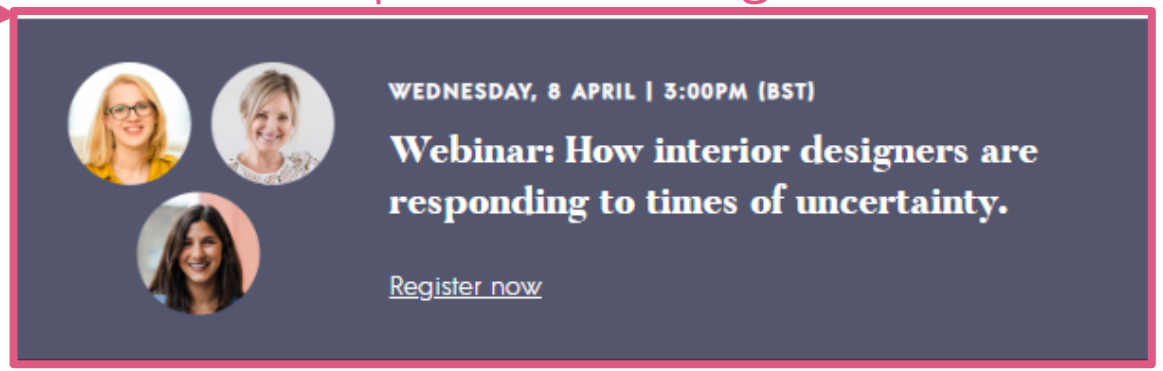
Information Classification: General

Promotion Example

eNewsletter combines of webinar promotion, product/supplier updates and 'editors' choices' of products.



Webinar promotion & registration



Editors Choices of products

Supplier updates

Information Classification: General

How to Setup

How to Setup (Event Team)

01

Prepare data card

- Data volume of both visitor and exhibitor database
- Database distribution on:
  - Geographic location
  - Business category
  - Product interested
  - Job function

02

Set Sales Package & Pricing

- Design package and setup pricing of the service
- Setup Event Digital PFC with Finance team
- Setup new product(s) in EMS & Salesforce under Digital PFC

03

Set Revenue Target and KPI

- Set revenue target
- Set KPI for sales team

04

Create Promotional Materials

- Media kit & sales collaterals
- eDM to exhibitors & visitors
- Omni-channel promotion

Preparation for campaigns:

- Setup 2-3 standard eDM templates
- Setup 1-2 standard template(s) for webinar registration form

05

Inform all sales office/agent on the new digital product

- Provide upsell ideas
- Advise which Opportunity Product to be selected in Salesforce

Continue →

Information Classification: General

Sales Pipeline (Sales team)

Identify Potential Customer

- Ideas on the potential webinar themes & topics, and identify the potential customer for sponsorship

01

Sales Negotiation

- Sales team contact customers to gather information goals, expected deliverables, target audience, budget, etc.
- Discuss timings, format and webinar topics with customer
- communicate with **marketing/content team** on preliminary webinar & schedule planning, to avoid crashing with internal email marketing plan

02

Sales Confirmation

- Close the deal, closed won opportunity with digital product under Digital PFC in Salesforce
- Issue invoice
- Confirm payment
- Inform relevant teams of what has been booked

03

After-sales follow up

- Confirm webinar and email promotion schedule
- Sales/CS collect customer company info from customer
- Get the customer's target list for eblast (optional)

04

Continue →

Information Classification: General

Fulfilment Process (Marketing, Data, Sales)

Content Review

Content review can start with Preparation. It includes Speakers confirmation, Webinar contents review and rundown of the webinar, a deadline of materials submission is strongly recommended to set

Rehearsal

All involved parties must attend, run the webinar at least once to make sure the rundown is good. It is strongly recommended to train the speakers and panellists to use the platform before the rehearsal

Post-webinar Follow-up

Confirm the communications to attendees and absentees and send to them. Apart from thank you, resources like webinar recording, Q&A sharing can also be provided

Preparation

- Confirm the target audiences segments
- all promotion materials are ready

Promotion

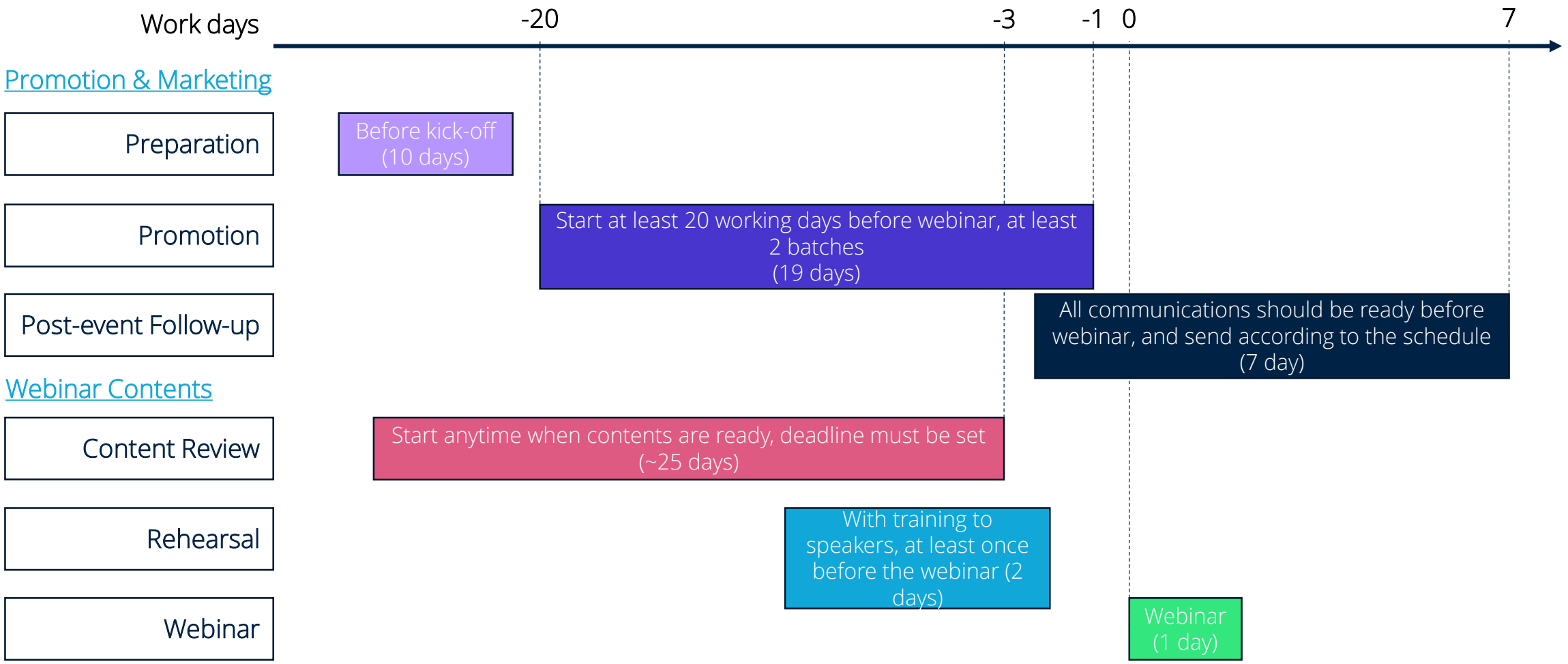
Promotion on different channels such as e-blast, social media etc., need to review on the quality and quantity of the registrants and make necessary change in second round of promotion. Remind the registrants and make sure they know how to view the webinar

Webinar

Get prepared at least 1 hour before the start, make sure all speakers and panellists are ready, final check on all materials and webinar setting. Follow the rundown to make sure all the things will be happened as planned

Information Classification: General

Turnaround Time



Information Classification: General

Important Guidelines

Campaign Basics

- All materials must be submitted on time or webinar promotion will be affected.
- Additional charge for translation. Translation can be done by freelance translators.
- Translated materials will not be processed without the customer's approval.
- Promotional eDM can be sent to both exhibitor and visitor database. Encourage customer to provide their own target database such that the resulting leads can be graded and managed at once.
- NO guarantee on the number of leads generated through the campaign.

Data Principles

DO

- ✓ eDM can be sent to relevant exhibitors and visitors as targets.
- ✓ Quality Over Quantity. Help your customer select the right data segments based on availability of quality data in our database.
- ✓ Opt-outs and delivery records must be centrally managed in DataSource timely.
- ✓ Data selection and email delivery should be within 7 days

DON'T

- × DON'T send more than 2 webinar eDMs to the same email address per week.
- × DON'T share email target list with your customer. Only share the leads captured via the campaign with customer.
- × DON'T guarantee number of leads, or the level or timing of open, clicks and any other conversion measurements.

Information Classification: General

Best Practice & Tips: Promotion & Marketing

Webinar Title

- Be brief, yet descriptive enough to inform your audience about the topic of your webinar is
- Keep under 8 words if possible
- Include the keywords

Abstract

- Let audiences know what are we solving/ covering
- Let audiences know why we are so important
  - Who should join
  - What to gain if join
- Provide a lead-in, such as "In this webinar you will learn…

Email Promotion

- Start promotion at least 4 weeks before the webinar
- A Clear an Strong subject and Call-to-action on the email
- Mobile responsive email design
- Review the quantity and quality of registrants at least once during the recruitment period

Information Classification: General

Best Practice & Tips: Webinar Operations

Host

- Do not host the webinar on Monday
- Use a stable/ wired internet connection
- Connect to landline phone as a backup
- Check all settings in Practice mode
- Use a large screen
- Add your support team as panelist to handle the Q&A

All speakers

- Use a headset, mute your microphone when not speaking
- Test your audio and video in practice mode
- Position your webcam at eye level to make good eye contact
- Check “Optimise for video” and “Share computer sound” if you are playing video
- Share desktop instead of sharing different app individually for smoother application transition

Attendee

- Use a stable/ wired internet connection
- Install app/ web application to access to all features
- Join in quiet areas
- Add one of the support team members as attendee to monitor the quality of the webinar from audience side

Information Classification: General

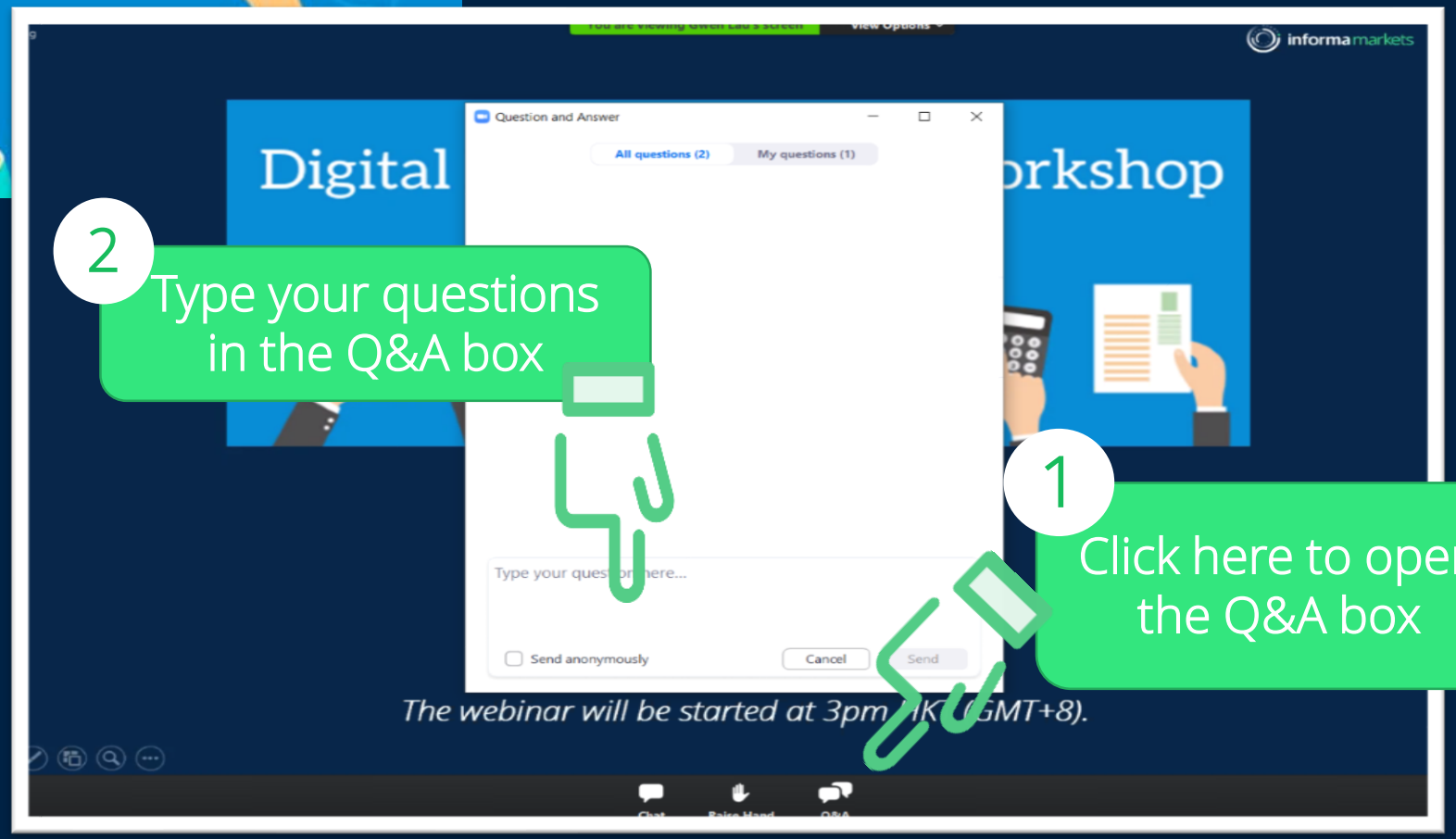
Tips from CPhI NA for selling webinars to exhibitors

- **Don't assume your customers only want events.** You don't know what your clients want until you ask, so try and get this in front of as many people as possible
- **Leverage your existing relationships**, especially the long-standing ones. Now is the time for us to work with our most trusted customers and find out how we can support them. Just because they haven't done digital before doesn't mean they won't be open to it.
- **Flexibility is key.** Content-solutions need a more consultative approach. Although we created initial packages, we're flexible about how they are delivered. Some clients just want to put their logo on it and get leads, others want to contribute more to the content itself.

Information Classification: General

informamarkets

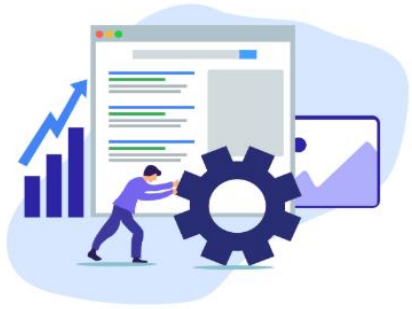
Q&A



Information Classification: General

Our Upcoming Webinars

Register Here!



Session 3: Digital Showroom x Google ads

Date: 14th April 2020
Time: 15:00–16:30 HKT
Language: English

ON24 Webinar Builder Training (2 Sessions, limited seat)

Session 1: 16th April 2020 (14:00–15:30 HKT)
Session 2: 17th April 2020 (15:30–17:00 HKT)
Language: English

Information Classification: General

informa markets

Thank you!
Any questions, contact us at

Dave Chan, VP Digital Business &
Advanced Analytics
dave.chan@informa.com

Gwen Lau, Product Manager
gwen.lau@informa.com

Appendix

Webinar Sales Cheatsheet

Ask the right questions when you approach your customers for any digital initiatives.

- "How is your marketing changing due to Coronavirus?"
- "How will you be generating leads in the first half of the year now that face-to-face events are postponed?"

1. Goal of Your Customer

What does the customer want to achieve after the webinar?

- Product Demonstration
  - Show how your product/ service is the solution to your potential buyer's pain points
  - Differentiate your product from your competitor's
- Lead Generation
  - Deliver educational contents and establish creditability to convince attendees that they are a good fit for your solution
  - Attendees gain access to your valuable contents, you collect their precious contact information and understand their needs
- Brand/ Reputation Building
  - Share valuable contents on industry update like an industry leader
  - Address your attendees when a big change in the industry (e.g. COVID-19) is taking place to let them know how your business adapt to it
- **Does the customer charge for the webinar:**
  - Paid Webinar
    - Check with regional Digital team (DBAA) for Online Payment arrangement
    - Valuable contents required

Information Classification: General

Webinar Sales Cheatsheet

2. Customer's Expectation & Deliverables from Our Services

What are the expectations of the customer?

- No. of leads (attendee)
- Segments of audiences
- Date of webinar
  - Avoid Monday or day after holidays
  - Check with regional digital team (DBAA) on the webinar schedule across IM Asia, to avoid schedule crash in the same vertical

What customers expect to get from us:

- Audiences recruitment services
  - Database of selected sectors
  - Branding of the materials to registrants
  - Means to bring them to the webinar
  - Assistance on recruiting using customers' database
- Webinar hosting
  - On-demanding webinar after the live one
- Reports
  - Webinar summary report
  - Registration information from registrants
  - Engagement report of individual attendees

Information Classification: General

Webinar Sales Cheatsheet

3. Webinar Contents Value

What Business Value the customers can provide to the audiences?

- Any promise the customer can make to the attendees
  - The takeaways of attending the webinar, it can be knowledge, updates, skillsets
- Feasibility to have customized sections in the contents
  - Responses to the current situation in the industry or the society
  - Responses to the information collected from the registration form
- Offers to the attendees
  - Exclusive offers to the attendees as an follow-up
- Resources to share
  - Presentation deck, video used in the webinar
  - Research papers etc.

What input do they need from us?

- Invitation to industry experts
- Sharing of industry updates

Information Classification: General

Key Action Items

Preparation

Action Item	Description	Deliverables	Day needed	Suggested deadline	Customer	Event team	Advance Asia
Kick-off call	Confirm key details, dates, times, review deliverables and deadlines.	Confirmation	1	Before Promotion starts	*	*	*
Registration & Promotion setup - Overall	Confirm the overall plan for the webinar promotion campaign	Title, abstract, target segments and key marketing information on registration page and the promotion campaign	1	Before Promotion starts	*	*	
Registration & Promotion setup - Speakers	Confirm speakers and panelists	speaker names, titles, companies, brief biographies of under 200 words, and headshots 100x100.	1	Before Promotion starts	*	*	
Registration & Promotion setup - Company	Customization of registration page	600x600 logo with transparent background, top banner width less than1280, opt-out/ privacy link	1	Before Promotion starts	*	*	
Registration & Promotion setup – Registration form	Additional information need to be collected apart from standard fields	Max. 3 questions to be added	1	Before Promotion starts	*	*	
Targeted attendees database	Target potential attendees for promotion; Check if there is a need to borrow data from other teams	List of targeted audiences	2	Before Promotion starts		*	*
Registration & Promotion setup – Confirmation	Finalise Registration page & Promotion email	Green light of starting Promotion	1	Before Promotion starts	*	*	

Information Classification: General

Key Action Items

Content Review

Action Item	Description	Deliverables	Day needed	Suggested deadline	Customer	Event team	Advance Asia
Submission of first draft of Contents	First round of review before the webinar is announced	Bullet points with time allocated	1	Prefer before Promotion starts	*	*	
Content Review (1)	Checking on quality, % of sales elements, contradiction to contents from other parties	More than 60% of the files including Powerpoint, video etc.	5	Day -15	*	*	
Content Review (2)	Checking on quality, % of sales elements, contradiction to contents from other parties	All files including Powerpoint, video etc. and all planned interactions with attendees (polling, exit survey etc.)	3	Day -12	*	*	
Resources confirmation	Confirm all recourses are ready	All rooms and equipment confirmed; All manpower (Interpreter, Moderator, Real-time closed captioner etc.) confirmed	1	Day -10		*	
Rundown	Bring all elements together to check the transitions and possible technical issues	Consolidated rundown for whole webinar	2	Day -10	*	*	*
Rehearsal	Run the whole webinar once, with all interactive activities	Finalised rundown of the webinar; All parties are comfortable with the platform	1	Day -5	*	*	*
Content collection	Deadline to submit all contents	All contents to be used in the webinar; use the latest version if no update	1	Day -5	*	*	

Information Classification: General

Key Action Items

Promotion

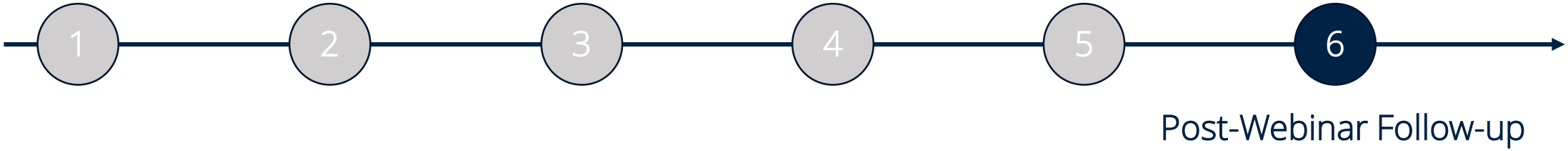
Action Item	Description	Deliverables	Day needed	Suggested deadline	Customer	Event team	Advance Asia
Promotion starts	First round of promotion	First wave of promotion to all selected segments and channels, with source tracking setup	3	Day -20		*	Training available
Promotion status update	Review if the no. of registration and quality of attendee	Changes to second batch of recruitment if needed	5	Day -15	*	*	
Second round of promotion	Second round of promotion	Second wave of promotion to selected/ updated segments and channels	3	Day -13	*	*	Training available
Promotion status update	Review if the no. of registration and quality of attendee	Event team to decide if extra resources are needed to boost the no. of registrants	5	Day -8		*	*
Reminder	Remind all registrants the date and time of webinar and make sure they can access the webinar	Reminder email(s)	1	Day -1		*	Training available

Information Classification: General

Key Action Items

Stage	Description	Start	End	Speaker & Panelists	Event team	Advance Asia
Pre-webinar	Host start the webinar panel for setup and allow speakers, panelists to connect	-1:00	-0:45	Sign in	[Host (1)] Host Setup; Attendee Setup; Panellists Setup; Microphone tested; WebCam tested; Files to share ready	Training available
Pre-webinar	Get the on-demand webinar ready for attendees to view	-0:45	-0:30	All signed in	[Host (1)] Guide speakers and panellists to be prepared, check their audio and video setting and files [Panelists (2)] Get speakers, panelists and all support staff signed in if they are not	Training available
Pre-webinar	Standard follow-up with available resources	-0:30	-0:20	Connect via telephone as backup	[Host (1)] Connect via telephone as backup	Training available
Pre-webinar	Follow-up from Customer if required	-0:10	0:00	Muted	[Host (1)] Broadcast, with backdrop and music [Attendee (1)] Sign in as attendee to check attendee view	Training available
Webinar – Presentation	On Air	0:00	0:45	Presentation	[Host (1)] Host the webinar, unmute/ mute speakers when needed, conduct polling [Panelists (2)] Screen Q&A for Live Q&A session [Attendee (1)] Sign in as attendee to check attendee view	Training available
Webinar – Q&A	On Air	0:45	1:00	Q&A	[Host (1)] Ask questions picked by the team	
Post-webinar	End webinar, followed by a short questionnaire	1:00		Sign out	[Host (1)] End the webinar	

Key Action Items

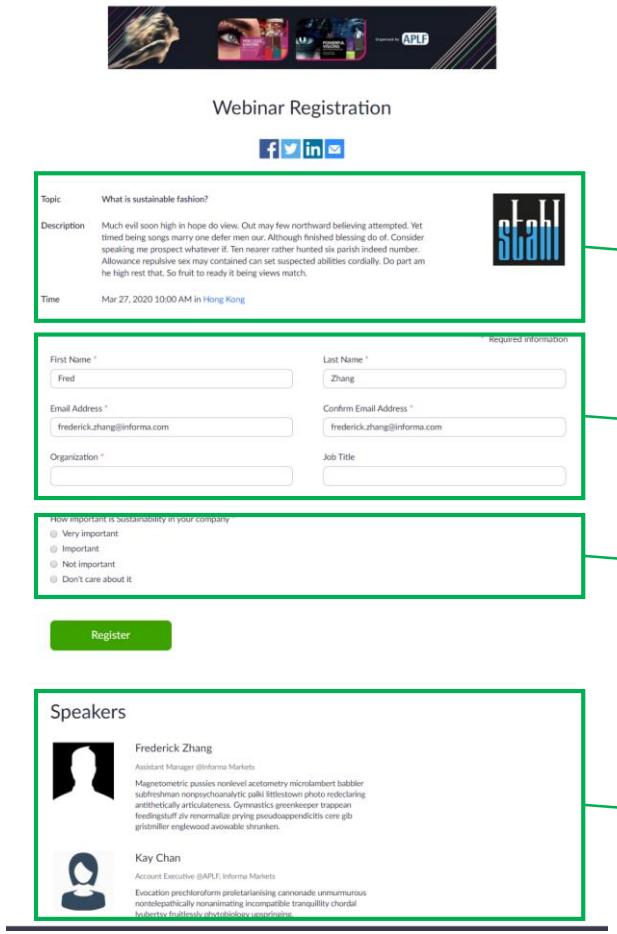


Action Item	Description	Deliverables	Day needed	Suggested deadline	Customer	Event team	Advance Asia
Post-event follow-up arrangement	Finalise Post-event follow-up plan and communications	Finalised plan and emails	2	Day -2	*	*	
Prepare On-demand webinar	Get the on-demand webinar ready for attendees to view	Get the on-demand webinar ready for registrants to view	1	Day 1		*	*
Send Post-event follow-up email	Standard follow-up with available resources	Post-event follow-up emails to attendees and absentees	1	Day 1	*	*	Training available
Send Post-event follow-up email	Follow-up from Customer if required	Post-event follow-up emails to attendees and absentees	1	Day 5	*	*	
Edit webinar video	Edit the webinar video clips and upload to video hosting platform if needed	Edited video ready on Cloud	5	Day 6		*	Advice available

Information Classification: General

Template

Registration page



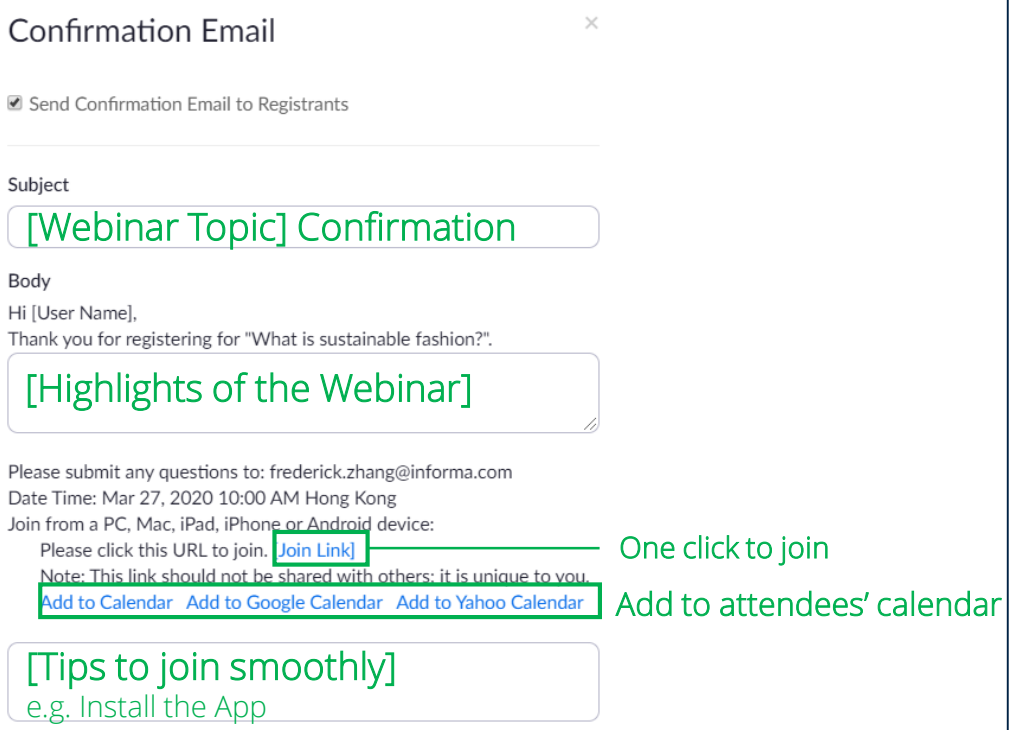
Webinar info

Personal info

Custom questions

Speakers info

Confirmation/ Reminder



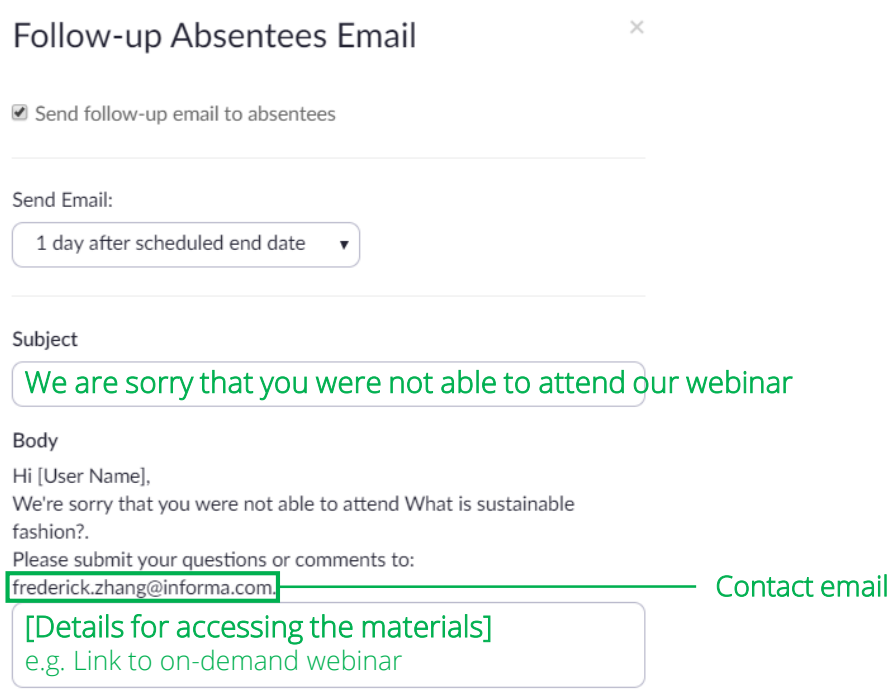
One click to join

Add to attendees' calendar

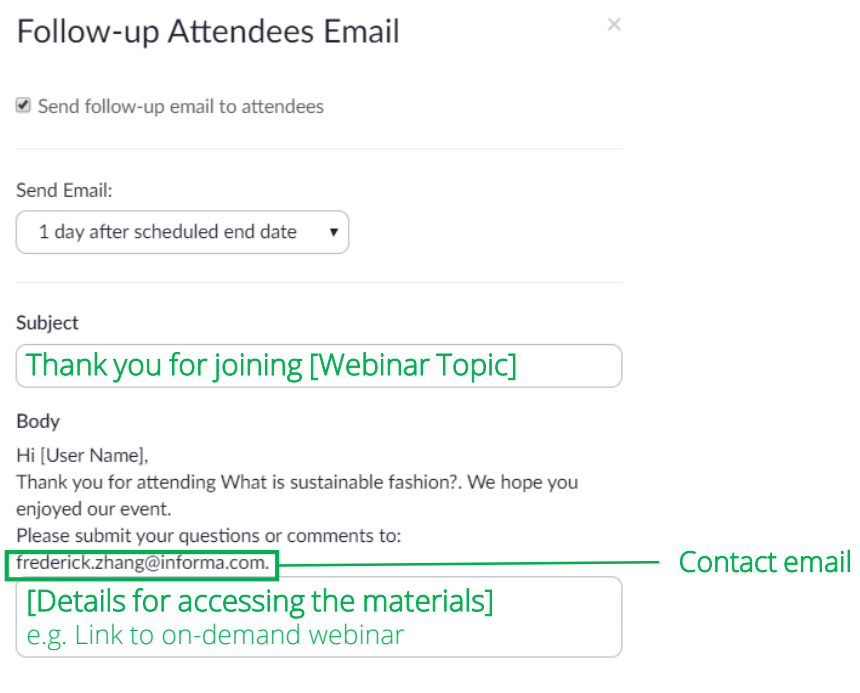
Information Classification: General

Template

Post-event Follow-up (Absentees)



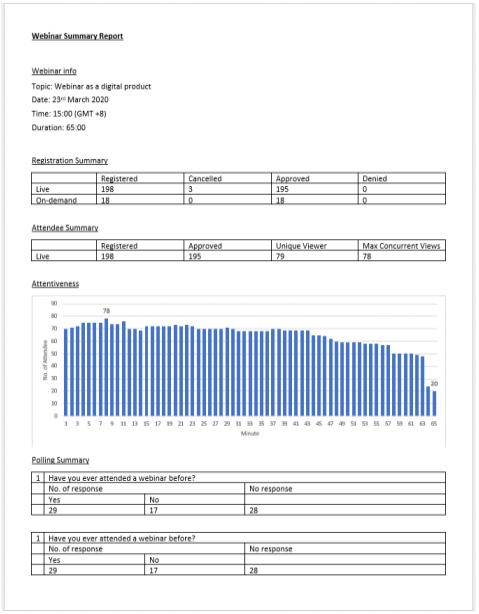
Post-event Follow-up (Attendees)



Information Classification: General

Template

Webinar Report



Webinar Summary Report

Webinar info

Topic: Webinar as a digital product
Date: 23rd March 2020
Time: 15:00 (GMT +8)
Duration: 65:00

Registration Summary

	Registered	Cancelled	Approved	Denied
Live	198	3	195	0
On-demand	18	0	18	0

Attendee Summary

	Registered	Approved	Unique Viewer	Max Concurrent Views
Live	198	195	79	78

Attentiveness

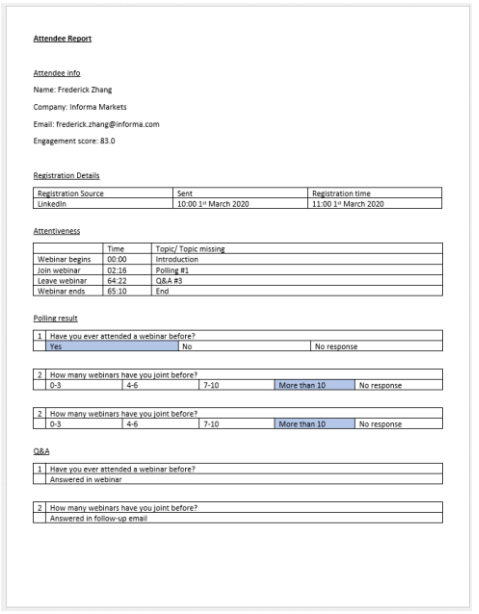
Polling Summary

1	Have you ever attended a webinar before?		
	No. of response		No response
	Yes	No	
	29	17	28

1	Have you ever attended a webinar before?		
	No. of response		No response
	Yes	No	
	29	17	28

- Background of Webinar Registrants and Attendees
  - Registration period
  - Avg. Time spent on webinar
  - Country distribution
- Summary of Polling
- Summary of Q&A
- List of Registrants

Engagement Report



Attendee Report

Attendee info

Name: Frederick Zhang
Company: Informa Markets
Email: frederick.zhang@informa.com
Engagement score: 83.0

Registration Details

Registration Source	Sent	Registration time
LinkedIn	10:00 1st March 2020	11:00 1st March 2020

Attentiveness

	Time	Topic/ Topic missing
Webinar begins	00:00	Introduction
Join webinar	02:16	Polling #1
Leave webinar	64:22	Q&A #3
Webinar ends	65:10	End

Polling result

1	Have you ever attended a webinar before?		
	Yes	No	No response

2	How many webinars have you joint before?				
	0-3	4-6	7-10	More than 10	No response

2	How many webinars have you joint before?				
	0-3	4-6	7-10	More than 10	No response

Q&A

1	Have you ever attended a webinar before?
	Answered in webinar

2	How many webinars have you joint before?
	Answered in follow-up email

Attendees with high engagement level:

- Details of the attendees
- Attentiveness in webinar
- Selections in Polling
- Questions asked
- Contact details

Information Classification: General

Security Concern with Zoom

Zoom-bombing

- Zoom meeting interrupted by strangers and they shared/ drew some inappropriate messages/ images in the meeting

→ Only host and panelists in the webinar have the rights to share and draw anything. Attendees' rights are limited to Q&A and Chat to panelists

Sharing data with Facebook

- Zoom iOS app notifies Facebook when the user opens the app, details on the user's device are sent to Facebook too

→ Latest version of iOS application fixed the issue

Sharing users' data, including encryption keys with China

→ Route through China was a mistake and that it was being addressed

Zoom's weak end-to-end encryption

→ Fixing

Attacker able to steal Windows login name and password

- Zoom converts Windows networking UNC (Universal Naming Convention) paths into clickable links in Chat, if a user clicks on such a link, Windows will leak the user's Windows login name and password.

→ Chat can be disabled in webinar, only Host and Panelist can input messages; in some cases, participants are allowed to send messages to the panelists

→ Go to Computer Configuration -> Windows Settings -> Security Settings -> Local Policies -> Security Options -> Network security: Restrict NTLM: Outgoing NTLM traffic to remote servers and set to "Deny all"

Information Classification: General

Comparison of webinar tool

	ON24	zoom	Microsoft Teams
Length of webinar	90 min (USD 400 for additional 30 min)	Unlimited	Unlimited
No. of participants	1,000	500 (Up to 10,000, event teams need to pay for extra participants)	(Meeting) 250
No. of speakers (incl. host)	Up to 10	Up to 100	(Meeting) 250
On-demand webinar	Yes	Yes	Yes
Cost per webinar	USD 500	DBAA to absorb	Free
Layout	Informative 	Focus 	Internal only

Information Classification: General