

Gaul Advertising, Inc.

Consultation in
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An In-Depth Discussion of Webinars

What is a webinar?

A webinar is essentially a teleconference over the internet, accompanied by graphics, and in some cases video. It provides the ability to interact with your audience through live chatting via email or voice. Poll questions can also be incorporated into the presentation and can be instantaneously calculated. This can be invaluable to gauge your audience's perception on an issue or new product development, and also to the direction of your presentation.

Who speaks at a Webinar?

Gaul Advertising will provide a moderator to "host" the event. People at our agency have experience speaking in radio and television commercials and to large live audiences. We also have microphones and recording devices to document the event. We setup the infrastructure to conduct the event. We also can, in collaboration with client, write a script to speak from.

Depending on the topic, speakers can be from representatives from a client's company, celebrity endorsers, or industry experts. The key aspect of a webinar is making the topic of use to the audience. This makes the webinar more than just a straight forward sales presentation, it becomes informative.

For instance, if there were a webinar on wireless infrastructure, Comcast and Belkin may be hosting the presentation. By educating the audience on the latest updates to technology and providing expertise on how this technology can be implemented in the marketplace, they take on the role of educator and expert. This makes these companies the natural choice in purchasing the products and services.

By making the webinars interesting, a company can set the stage for a series of webinars, which provide a great way to communicate to existing and potential customer base. The benefit of the webinar is the integration of graphics to illustrate concepts being discussed, the possibility of feedback, and the capture of emails of attendees to call on.

Why conduct a webinar?

There are many reasons, but the primary reason to have a webinar is you have a topic your customers need to know about. Don't just have a webinar because the technology is cool. That will wear thin. It is just like a live seminar, however it requires no travel on the part of attendees. It also allows for building a database, and immediate response to questions.

Webinars can be used as informative pieces that lead to sales, ongoing educational tools that can be charged for, or simply lead generators.

If you are conducting a free webinar, people do not feel any obligation to stay if it is not time well spent. This is why it is essential to have a good topic, with a well thought out, well rehearsed, graphically supported presentation. At the end of the presentation there is typically an evaluation to find areas that need improvement.

When is the best time for a webinar?

The simple answer is Monday and Friday. These are the most attended days of webinars according to hosting software companies. Late morning and early afternoon are the preferred times. Depending on your audience location, you need to take time zones into account.

To ensure healthy attendance you want to begin advertising the event about two months in advance. If your company places print advertisements you can incorporate an announcement into the existing schedule. An announcement on the company's website in addition to e-invitations are good ways to promote the event. Reminders a week, the day before, and day of are also essential to keep your event in peoples minds.

How do you conduct a webinar?

With Gaul Advertising the process is simple. Come to us for consultation. Together we will plan a topic. From this point we move through a step by step timeline to producing a successful webinar. The process can occur from inception to execution in under three months. The basic model Gaul Advertising webinar will cost about \$12,000. This will include a 30 minute webinar with 12-15 standard Power Point graphics, a moderator, use of our equipment, scripting, marketing and evaluation.

The cost can vary depending on the sophistication of your presentation i.e. (video and photography) and use of outside speakers.

To get started on planning your webinar contact:

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