1. **Why are webinars so good?**

Hi there, and welcome to this course! We’re so happy that you are curious about how to do a webinar!

Webinars are great and a very powerful tool to attract customers and to build our brand. And by hosting a webinar, you will:

* reach people from anywhere in the world,
* generate new leads,
* increase knowledge among our customers, potential customers, and also your NCAB colleagues,
* create trust in our brand as specialists in our field,
* and develop your own skills within the topic.

There are probably thousands of webinars done every day around the world, and our customers are very busy people.
So, how can you make your webinar stand out and be memorable?
How can you make webinars that build strong relationships?

We hope that these videos will help you become more comfortable and confident in hosting webinars. You will get some tips & tricks on everything from start to finish, so that you can focus on delivering your message is the best way possible.

There will be a lot of tips in this course, and different things work in different cultures. So use the tips that are relevant for you, your target group, and your market.

Welcome to this course on how to host a great webinar!

1. **Create a relevant webinar**

Before you start, it is important to set the basics.

* **Who do you want to attract?**What is your target group? EMS, OEM, ODM? Purchasers, engineers?
* **What are their needs? And what challenges or problems do they usually face?**Quality issues, high costs, design mistakes?
* **Based on the target group’s needs, what is the purpose of the webinar?**What should they learn?
	+ Focus on 1-2 topics, instead of too many.
	+ Webinars are not about selling – they are about stimulating someone’s curiosity, teaching them something and inspiring them to want to have a conversation.
	+ So, focus on the target group’s needs, rather than selling NCAB.
* **What do you want the target group to do?**What action should they take immediately after the webinar? Recommend our webinars to others? Give us a call? Book a meeting with a technician? Participate in the next webinar?
* **Who should be the presenter/s?**

Can you co-host with a colleague? Having several presenters make it easier to listen to and creates energy. Or, can you co-host with someone from another NCAB company, or an external company? That will double your spread!

* **What is ONE thing they should remember?**When you say “bye-bye”, what is one thing they should take away with them? What should they remember after 1 week? After 1 month?
* **In what format should it be?**
Will you show a process live? A PowerPoint? Videos? Can it be an interview? Panel discussion? Q&As?

When you’ve answered these questions, your webinar will be super clear!
And when you have prepared the content of your webinar, come back to this list to check if there is still a red thread.

1. **Invite & advertise**

Once you have a purpose, a target group, and so on, you can start inviting contacts and spreading the word.

Here are a few tips on how to attract participants:

* **Choose an engaging title for the webinar**Write a clear title of the result of the webinar, or the customers’ needs.
People love tips and avoiding mistakes - can you use that in your title?
Examples:
	+ Instead of having “Cost reductions”, you can say “5 ways to lower your costs in your PCB production”
	+ Instead of “Design guidelines”, you can say “10 common mistakes in PCB design that will get you fired!”. Or something similar.

Select a title that will create an interest, and make your target group feel like they don’t want to miss this.

* **Create an engaging invitation that includes:**
	+ Bullet points about what they will learn
	+ Short info about the presenter/s – a short bio, and perhaps a photo?
* **Advertise & spread your webinar**

Suggested tools:

* + Post & advertise on Social media in the newsfeed or in groups
	+ Make a live invitation – a short video for social media where the presenter invites to the webinar
	+ Add event to the local/global LinkedIn page (and invite your contacts)
	+ Put it in your e-mail signature
	+ Send a MailChimp
	+ Post an ad on an external site
	+ Invite customers personally while talking to them
* **Remind**Send reminders before the webinar, for example 1 day and/or 15 min before the webinar starts. In your reminders, send information how to connect, and who to contact in case of technical difficulties. Can you include a pre-event survey, where they can send in questions, feedback etc? This can give you an idea of the needs of the participants.
1. **Prepare for engagement**

Webinars demand a lot of both the presenter and the participant. There is so much that pokes on our attention – our email, social media – and it’s very easy to leave a webinar. So, to increase the possibility that your participants stays on until the end, you need to involve some engagement and interaction. Remember, we want to create strong relationship here!

Here are some things you can do to prepare for engagement:

* **Have an active moderator**

The moderator is the host of the meeting, who is in charge of welcoming the participants, managing the chat, and introducing the speakers. The moderator also asks the questions that come in.

* **Test, test, test!!!**To make you comfortable with the technics, do one or several test sessions with colleagues and the presenter/s in the webinar environment. Test putting on/off your camera, sharing and stop sharing the screen, setting up light, and so on. You don’t want any unpleasant surprises when going live.
* **Prepare questions**If you have a dedicated time slot for questions, you can prepare some in advance just in case.
* **Music**Music can be nice while waiting for the presentation to start, and also to create energy.

And here are some examples to keep the participant active:

* **Polling**Use polling to activate the participant, and/or gather information. It is usually possible to use polling in different webinar tools, but you can also use external polling tools, such as Mentimeter (where the participant join with a code via their mobile). In Mentimeter you can gather feedback, questions and opinions, and also do a quiz.
* **Ask questions.**Ask questions and make them answer in the chat, or in the polling app. Or, ask rhetorical questions, for example in your opening. This will make the participant think.
* **Q&A**Include 1-3 Q&A sessions.
1. **Step 4. Presentation techniques – picture, audio, and other good things**

**Picture**

* **Camera on! (for all presenters and moderators)**Yes, this can be uncomfortable, yes, you probably don’t want to do this, yes, you’d rather do your webinar in your pajamas, but sorry, you have to have your camera on. Without a camera, this will not be personal, so the participant might start multitasking. And we don’t want them to do that. We’re building strong relationships here!
* **Use a calm background**

Your background should be:

* + A plain wall, or
	+ A branded wall, or
	+ A branded background
* **Good lighting**Make sure you have a good light source (like a window/lamp) **in front** of you (not behind you), to give light to your face.
* **Place the webcam at eye level**Do this to avoid a frog or bird perspective, and to show your body language. Make sure the participant can see you full head and also your shoulders.
* ***Pro tip!* Look into the camera/the camera light – not on the screen**If you do this, it will feel like eye contact for the participant, which will keep them focused.

**Audio**

* **Use a decent microphone**If possible, invest in an external microphone.

**Other good things to think about:**

* **Stand up**This will make you more engaged, you will be perceived as more engaged, and it will make your voice stronger.
* **To the moderator: Have 1 extra laptop to see the participants’ view.**Make sure you can see the webinar from the participants’ view. If you as a moderator share the presentation, it can be good to have an extra laptop.
1. **Step 5: Presentation techniques – nail the PowerPoint**

A common mistake is to think that the PowerPoint presentation is the star of the show. But actually, YOU are the presentation! Use a PowerPoint to help the participant understand your message – not as a manuscript for you.

Here are a few tips to make your PPT support your message and keep interest:

* A rule of thumb is to ensure that something is happening in your PPT about every minute – an animation, change of slide, etc. They help the participant by not overloading them with information, and they will feel they need to “keep up” to not miss any information.
* Humans can’t read and listen at them same time, so use more visuals and fewer words.
* Can you mix up your PPT with some other media? Examples:
	+ A video
	+ Photos
	+ A website
	+ Stop screen sharing and show something “live” (a PCB? A lab?)
1. **Step 6: Presentation techniques - let’s do this**

OK, the webinar is on. Now I want to dare you, yes you, to be **human**. This will help the participant feel there is a **person** talking, and not a computer, which will increase their engagement. Remember – we want to build strong relationships!

Here are a few tips on how to stay human:

* Start by a SHORT presentation about yourself.
* Tell stories! You probably have a million stories, examples and experiences about what has worked or not worked in your field of expertise. So share them!
Examples: “A customer once asked me…”, or “On my first trip to China…”, or “The first time I…” et c
* Stop screen sharing from time to time, for example during Q&A sessions, or during your introduction, to increase the personal contact.
* Address the participant as **YOU** (instead of them), so that he/she feel addressed to as a person instead of an anonymous group (if appropriate in your county’s culture).

Other practicalities:

* Keep the participants muted and their videos off during the webinar
* Turn off entry and exit tones, and chat sounds
* Record the webinar
* Close your e-mail provider to avoid e-mail sounds
* If technical difficulties, it always **feels** worse than it is actually perceived. Just breathe and explain what is happening. Own it!
1. **Step 7: Call to action & follow-up**

Remember ABC? Always Be Closing! And in NCAB, that means that we always make sure there is a ***next step***. So what is your next step here?

The participants in your webinar are HOT! This is a perfect opportunity to catch them and encourage a call to action. Of course, the call to action needs to be relevant and add value to the participant.

Here are some example of call to actions:

* Register to our next webinar on May 5th at 11am about “How to get started with your sustainability work”
* Subscribe to our newsletter to get information about the world of PCBs
* Learn more about our PCB specification on our YouTube channel
* Download our Design Guidelines from our website
* Learn more on our FAQ page

It is important to follow up after a webinar, to stay top of mind. Send a follow-up e-mail directly after the webinar, containing for example:

* Send the feedback link
* Attach the presentation and/or recording, or refer to a landing page from where they can access the presentation

SUMMARY

OK, so this is what we want you to remember from this course.

* Focus on building **strong relationships** and **adding value**.
* Make it **engaging** by using polls, questions, chats, Q&As, and mixed presentation formats.
* Dare to be **personal**; camera on, and share stories from your profession.
* Always have a next step – what should the customer do?

There has been aloooot of tips in this course. But, if you do at least ONE in your next webinar, it will most likely be totally amazing.

Good luck out there!