



# Best practices for webinars

Deliver compelling, immersive events; maximize attendance; and measure results to optimize effectiveness and program investment

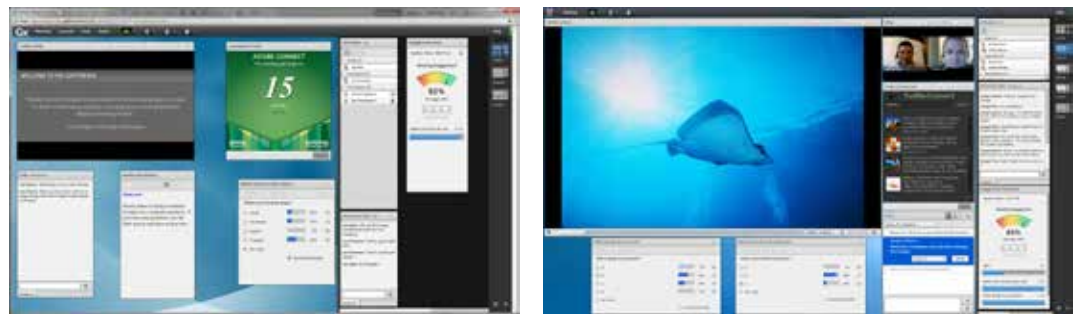
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The role of online events today has evolved across organizations, from companies looking to strengthen relationships with existing customers or expand their pipeline with relevant prospects, to government agencies wanting to better engage with citizens and the community. To maximize the impact and return on webinars, successful organizations have moved from viewing these as one-time events to taking a broader view that addresses each critical step in the process; from preparing and promoting webinars to persuading participants to take action during and after events, then leveraging insights gained to understand program effectiveness, measure returns, and optimize future events.

The growing importance of webinars in business and government is clear. With more people relying on PCs, smartphones, and tablet devices to access services, organizations recognize the value of reaching customers on their own terms and providing rich online experiences via popular digital channels and devices. At the same time, amid the increased expense of rising travel costs and continued pressure on organizations to streamline operations, corporate marketers and government managers alike need more efficient, effective ways to gauge the impact of their efforts and engage audiences with compelling online events that inspire people to action.

Adobe® Connect™ for Webinars is an all-in-one solution that helps deliver compelling, immersive events; maximize attendance; and measure results. With the Adobe Connect solution, managers in business and government are empowered with tools to quickly promote webinars with messaging and workflows that drive registration; deliver engaging events accessible across devices to maximize attendance and persuade audiences to take action; and leverage deep-dive analytics to measure campaign effectiveness and optimize for the highest returns.



The following best practices highlight successful strategies that have enabled forward-thinking organizations to extend the reach of their messages, boost sales, improve customer or constituent services, and increase productivity and profitability using Adobe Connect for Webinars.

## Accelerate creating and promoting high-impact events

Well-produced webinars stand out, making critical messages clearer and more engaging for customers and constituents. They also provide a sizable advantage in an environment filled with competing demands for audience attention. With Adobe Connect, businesses and government agencies can better manage everything from webinar preparation to attendee registration through follow-up marketing activities for cohesive, powerful experiences.

*“The new capabilities in Adobe Connect provide seamless support for webinar promotion, registration, and production. We can easily customize invitations and attendee correspondence using HTML-based templates. It offers a complete, end-to-end solution for delivering best-in-class webinars.”*

Brian McFadden  
General manager,  
Technology services,  
MedPoint Digital

Adobe Connect helps deliver webinars that go off without a hitch. Managers can leverage advanced, easy-to-use capabilities in Adobe Connect to quickly prepare and promote high-quality, branded events to meet changing customer and constituent demands. Meeting rooms can be created right before an event or days or weeks ahead of time, giving presenters the ability to upload materials prior to events and run through their presentations, make sure they're smooth, and strike the right tone and message.

Organizers can also save considerable amounts of time by preloading reusable layouts, quizzes, polls, and other content—including prerecorded content for replay in live sessions—in their persistent meeting rooms; the rooms remain available in perpetuity, with all content, layouts, and other assets remaining exactly as organizers left them, ready for immediate reuse in a future event. Once finalized, materials can be organized in an easy-to-follow agenda.

Central to the success of any webinar is attracting the right audience. Adobe Connect for Webinars streamlines event promotion for maximum impact—with rich templates to create event microsites, emails, and catalogs—and execute promotional campaigns that drive traffic to branded registration pages.

Event registration pages can be adapted to capture all relevant and important information about meeting participants, such as job titles, contact information, previous products or services purchased, and other data that makes follow-up more effective.

## Maximize event reach and attendance

While successfully promoting an event and engaging the right audiences is vital, it's only part of the story. When it comes to webinars, technology can literally make or break an event's success. People today are more tech savvy than ever, and event organizers need to create and deliver webinars that can engage participants on a range of digital devices, not just on traditional desktop or laptop computers.

Adobe Connect enables businesses and government organizations to instantly reach any audience easily and more cost effectively by delivering content across multiple computing platforms and devices, including mobile. The Adobe solution helps bridge the gap between traditional computer users and those who have migrated to mobile devices and social media platforms as primary ways of accessing information and interacting.

Webinar organizers can deliver high-quality, online experiences across virtually any device, including iOS devices (Apple iPad, iPhone, and others), Android™ tablets and smartphones, and the BlackBerry PlayBook. In addition, participants can join instantly from their desktop with no additional client downloads required.

The integrated Universal Voice feature in Adobe Connect enables presenters to choose the most cost-effective and efficient pathway to reach audiences while allowing the audience to listen and participate in whichever way they prefer: via computer to circumvent incurring telephony costs or by telephone.

For occasions when participants cannot attend live sessions, organizers can use Adobe Connect to record the full events—including all of the content, documents, video, audio, and interactions—to be played back at their convenience on virtually any device. Recordings are automatically indexed and can be easily edited. The interface itself can be updated in recordings by hiding certain windows such as chat or Q&A, as well as making attendees anonymous so that the recording can be shared broadly without any privacy concerns.

*“No matter where our customers are, we want them to come to us and be confident that they’ll enjoy high-quality experiences. With Adobe Connect, we know we can deliver relevant, impactful sessions to the broadest possible audiences. These webinars have become a strong differentiator for us in the market and an important way to stay close to our customers.”*

Jonathan Verey  
Web coordinator,  
IDEXX Learning Center

## Personalize the experience and use social media for exceptional events that inspire action

Adobe Connect gives webinar organizers the flexibility to adapt presentations to specific audiences for maximum impact. Meeting hosts leverage a variety of helpful tools to make sessions truly interactive from start to finish.

Replicating an in-person meeting format, Adobe Connect allows meeting hosts to create a specialized layout, called a lobby, where attendees can gather and engage before a meeting begins. The lobby also gives hosts an opportunity to provide meeting room best practices, information about the organization, its product or service, and a list of polling questions to learn more about participants before the meeting begins.

With Adobe Connect, event organizers have complete flexibility in arranging meeting room layouts; adding, removing, resizing, or moving windows such as chat, Q&A, notes, content sharing, video, and others—enabling presenters to step through content in the most effective way and keep participants engaged. The look and feel of the room is also fully adjustable, and can be branded (at no additional cost) to corporate standards throughout.

Webinars delivered with Adobe Connect are designed to fully engage participants with interactive features such as live polling, real-time chat, streaming video, and support for any number of webcam streams at DVD quality. Additional high-impact, yet simple, elements such as emoticons, hand-raising, and direct interaction on social networking sites help keep audience members attentive and engaged throughout meetings.

An example is the TwitterConnect pod, an application for Adobe Connect that searches Twitter for content related to the meeting. The application is especially useful for virtual conferences with defined Twitter hashtags, helping participants easily locate specific terms in their timelines. Meeting hosts or presenters define the search term, and the pod synchronizes so that all participants see the same search results.

Hosts can also easily upload additional content during an event without disrupting presentations in progress, facilitating responsiveness to changing participant interests on-the-fly. A backstage area and “prepare mode” can be used to manage events behind the scenes, enabling multiple presenters and hosts to simultaneously update their layouts and content, ensuring seamless event execution.

## Measure engagement and message resonance

Throughout an event, webinar organizers and presenters can also track easy-to-read engagement metrics and key performance indicators (KPIs) that show instantly the online content and meeting experiences resonating best with participants. Using the rich, color-coded engagement dashboard in Adobe Connect, event hosts and organizers can watch audience participation and engagement in real time and react to what is and is not resonating with an audience. Event hosts can quickly see the number of poll questions answered and additional participant interactions—chat, voice conference, status updates, and others—helping to arrive at an overall participant engagement score that is displayed in the dashboard. Engagement metrics are also available in post-event reporting to enable more targeted follow up.

## Deliver compelling presentation with innovative video and audio

With the prevalence of technology in daily life, customers and constituents expect high-quality experiences in every interaction. For businesses and governments, that means incorporating rich elements and interactivity into online events.

As part of the focus on enabling high-impact, compelling events, Adobe Connect supports rich video capabilities, with dynamic video content and other interactive features playing flawlessly within Adobe Connect meetings—all without requiring any participant downloads, enabling everyone in the audience to view the content.

In addition, Adobe Connect supports h.264 video to enable meeting producers to pull in multiple streams of high-definition streaming video to play within the event environment. The superior quality of the video, as well as the increased availability of streaming content, enhances the visual experience for participants and keeps them more engaged with content throughout an event.

Adding to the experience, Adobe Connect offers Universal Voice—bridging the audio from any audio conferencing provider into an Adobe Connect meeting room—to provide two-way communication between presenters and attendees via voice over Internet protocol (VoIP) and traditional telephone audio, to deliver a richer overall experience on the go, regardless of location.

## Integrate with enterprise systems to improve participant follow up

Adobe Connect integrates readily with enterprise systems such as Salesforce.com, Eloqua, Marketo, and others to make it easy to extract lead data and load it into all appropriate systems. As part of the process, Adobe Connect helps maintain the required controls so organizations can comply with privacy regulations for data capture. The integration helps event organizers leverage information captured during registrations and convert it to useful data to support future marketing, outreach, and service program initiatives.

For example, event organizers can set customized lead-scoring criteria based on factors such as minimum minutes participants attended an event, specific answers to registration questions, and other details. Registrant information, including lead scoring and deep-dive engagement metrics, enable follow up with the most relevant participants to happen efficiently, and prospects to be nurtured appropriately.

## Optimize events for maximum impact and ROI

The latest release of Adobe Connect includes powerful, built-in data analytics—powered by Adobe SiteCatalyst®—to provide meeting organizers with unprecedented insights into all aspects of their webinars, from initial promotions to participant responsiveness to follow-up activities. Adobe Connect now streamlines measuring webinar engagement before, during, and after an event, enabling organizers to leverage rich, graphic interpretations of data to continually refine their webinars for maximum reach and financial returns.

## An end-to-end webinar solution

For organizations that are looking to leverage webinars as part of their strategy to drive business-critical results, Adobe Connect provides an ideal solution to not only produce results but also to measure effectiveness. Organizations of every size across industries are benefitting from using Adobe Connect to conduct webinars that boost returns by reaching greater numbers of customers and constituents with engaging, interactive content. The Adobe solution helps streamline the entire webinar production and management process, enabling event organizers to run more efficient programs aimed at reaching users across operating platforms, devices, geographic boundaries, and cultural barriers at the lowest possible cost, with the highest possible impact.



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