

Creating a Great Webinar

Training Manual

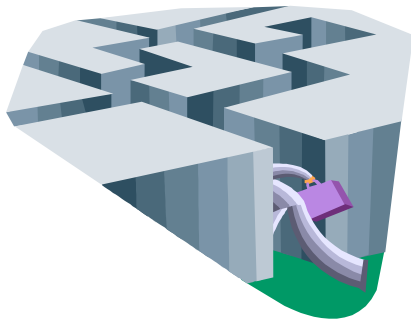
L'esprit Training Centre



*Learning without thought is labor lost;
thought without learning is perilous.*

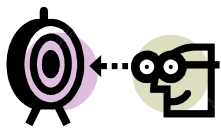
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Module One: Getting Started



Webinars are staples of modern business. Anyone can create a webinar and reap the rewards. When webinars are done well, they can increase your customer base and grow the knowledge of your brand. Webinars that are not done well can decrease the customer base and ruin your reputation. By following the advice in the course, you will understand the necessary steps to create a successful webinar.

Workshop Objectives



Research has consistently demonstrated that when clear goals are associated with learning, it occurs more easily and rapidly. With that in mind, let's review our goals for today.

At the end of this workshop, participants should be able to:

- Define webinars and their purpose
- Choose the best formats
- Prepare for webinars
- Avoid common mistakes
- Understand how to interact with the target audience
- Follow up successfully