

Webinar

by Sherlyn Vebrianly



The word 'webinar' came from the words 'web' and 'seminar'.

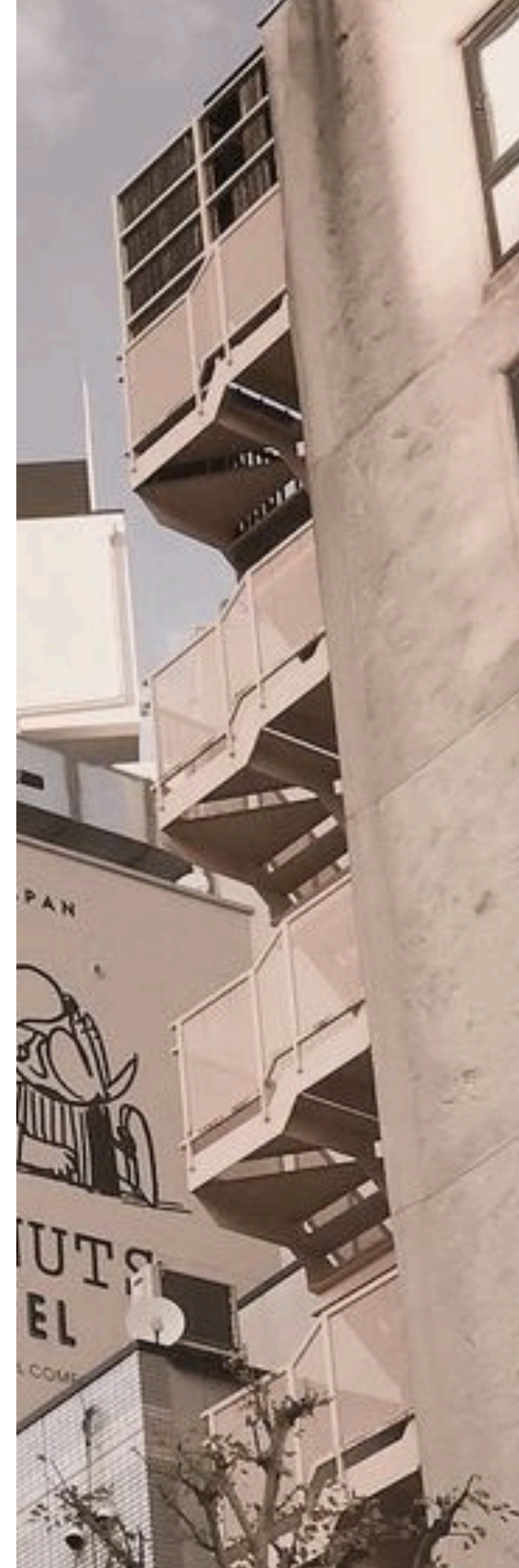
The meaning of webinar is quite self-explanatory. They are seminars that are held virtually through websites or application in current technologies.

As a one-to-many communication way, hosts are able to reach a greater number of viewers. Viewers of same group interest can meet in a single location.

If these webinars are used effectively, interactions between people during the seminar can be very powerful. With the added fact that these webinars provides smart tools, interactions would be very easy. Host can make use of the screen capture functionality. This enables them to share their screen showing websites or applications. And some even gives access for hosts to record it.

Most webinars offers interactive opportunities like:

- Ask a question
- Chat
- Poll
- Survey
- Test
- Call-to-action



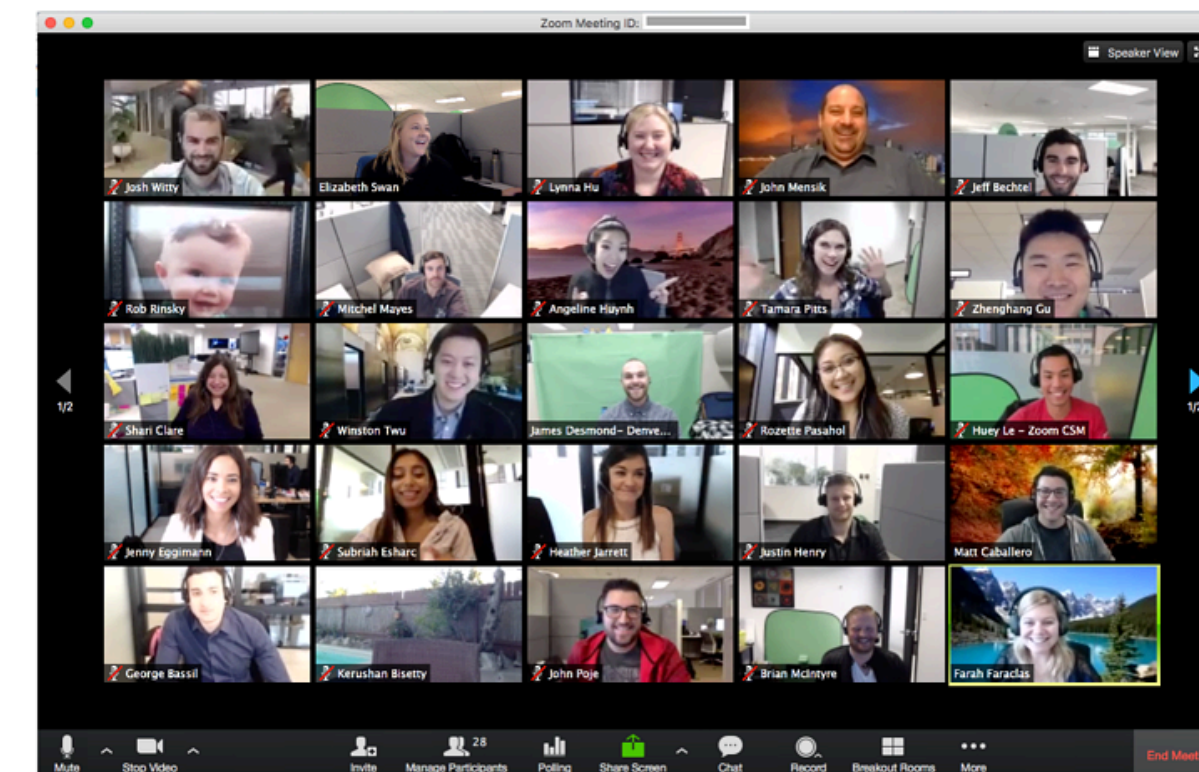
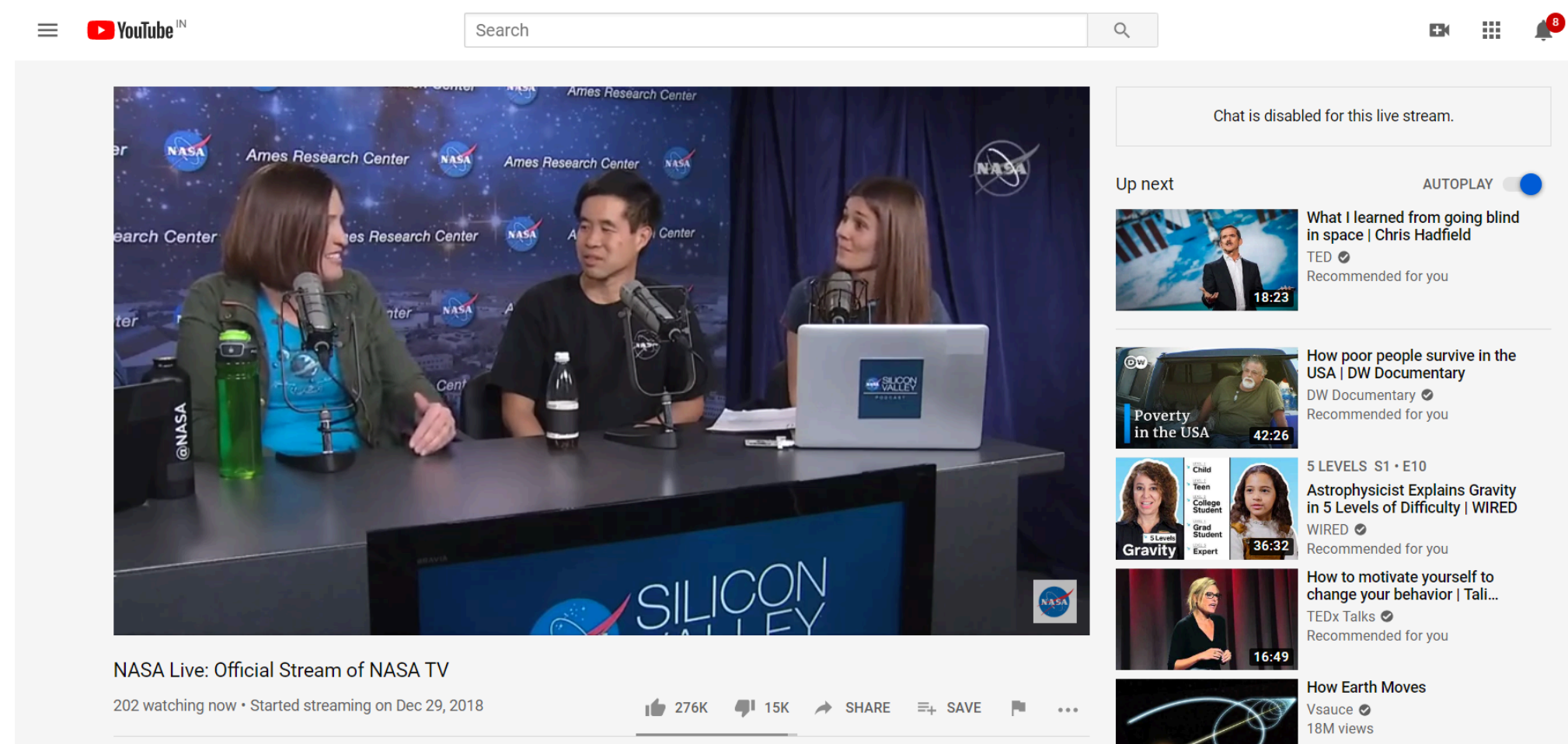
Types of Webinar

Web Broadcast

Also known as webcast. More people can attend, reaches to thousands or even more people. Though communication from audiences to hosts can only be through the chat or comments. An example is a YouTube Live Broadcast.

Web Conference

Or called as video conference (VidCon). The pros of using this type of webinar is that, communication between audiences and hosts are better. Audiences can join in the discussion. But the number of audience are limited to hundreds of people.





Benefits of Using Webinars

For Hosts

Collecting Leads

Finding the right topic is important. Hosts will be able to gather a group of people of the same interest. This will show the number of people that are actually interested regarding the topic.

Getting Feedback

Once the group of people are gathered, hosts can find audiences' thoughts and opinion. To get a good feedback, hosts can prepare questionnaires of relevant questions to be asked during the seminar. By the end of the day, the hosts can receive new innovations.

Promotion

Launching new products and campaigns can be done through a webinar. Though host should remember to prioritise the important materials.

Brand Benefit

Hosts should also reach out to the audience regarding the benefits of the brand or product. So they can know further on: Why should they buy the products? Why should they initiate the campaign?

For Audiences

Webinars gives audience more chances to learn new knowledges. In addition, there are variety of seminars available to join.



For Both

Webinars are more flexible for both parties. They both can interact and meet new people. Webinars would cut the cost for seminars. Both parties do not need to travel around. Hosts do not need to spend a lot concerning the location, equipments and staffs.

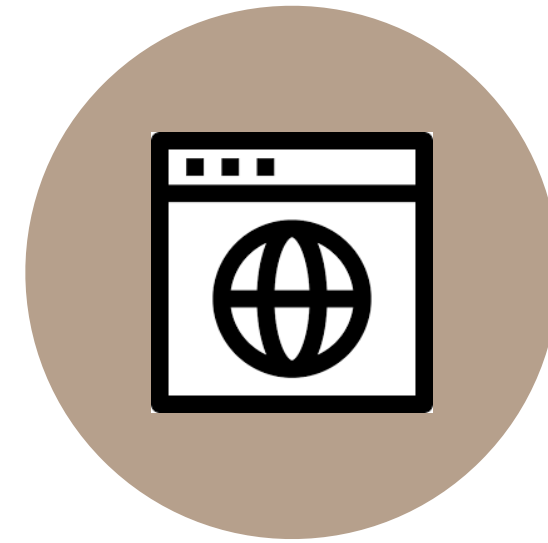
What are the Things Needed to Join a Webinar?





Access to a Device

Smartphone and tablets can be used to join a seminar. Although it is recommended to use a computer or laptop instead.



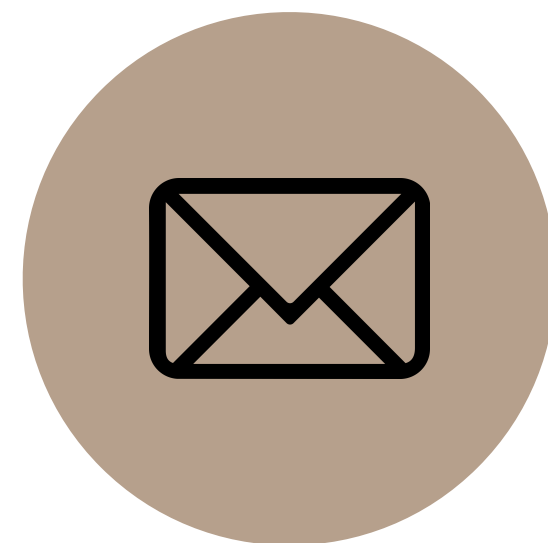
Browser or Application

In some cases, webinars are held on a website. So it is good to be prepared to have access to the website. On the other hand, some webinars can be accessible with applications. It is important to be prepared prior to the seminars.



Good Input and Output

Make sure that the microphone and speaker used are in a good condition. Although we suggest users to use headphones or headset.



Active Email

Email are used to register seminars, Having an active email is mandatory since information regarding the seminars can be sent through email.

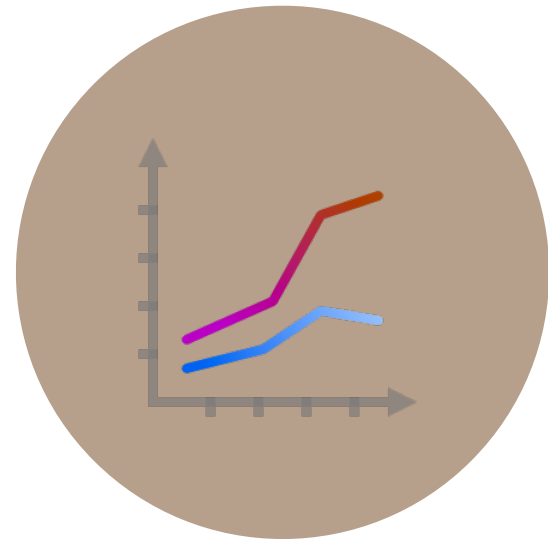


Good Connection

Users should use a stable connection to prevent any intermittent connection.



Tips and Steps to Help Reach Your Target Audience



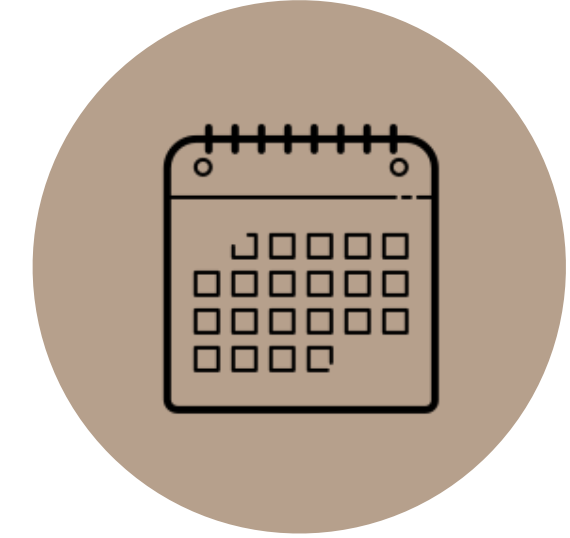
Set a Clear Objective

Having a clear goal in mind will increase the success rate. What are you trying to accomplish?



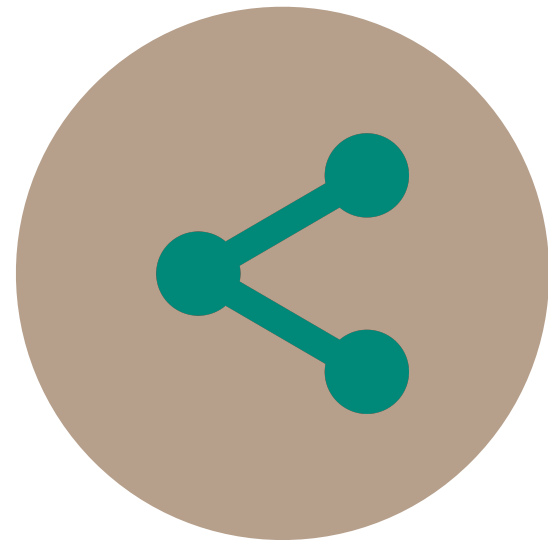
Understand Your Audience

What are your attendees' doubts? What topics might resonate with them? Using those insights, create a captivating webinar title.



Schedule Your Webinar

Not only to show the attendees regarding this information, research shows 10am on a Tuesday or Wednesday are the best time and days to host a webinar.



Promote Your Webinar

You have to get the word out, use email, social medias, network and channel.



Build Out Your Presentation

"How-to" content tends to perform best. Give your audience bite-size learnings they can apply.



Rehearse

Practicing your delivery as well as testing your technical set-up before the big day will reassure you for better seminar result.

History

1990s

The first appearance of webinar technology as a business tool.

1993

First live stream of a rock concert by “Severe Tire Damage” Using the forerunner of today’s online video technology.

2010

WebRTC standards were established by Google and their partners.

2021

Present Time

Technology is getting better day-by-day. Especially with the increase of Covid-19 cases in some countries, webinars are now used more often.

Shut downs of schools increases the use of webinars for students and teachers. From an educational perspective, webinars are interesting due to its high degree of interaction, helping participants to learn and understand more quickly.

Growth and Development

The average viewing time for webinars are now increasing.. It stands at an average of 56 minutes. Strong annual growth are seen from the webinar market.

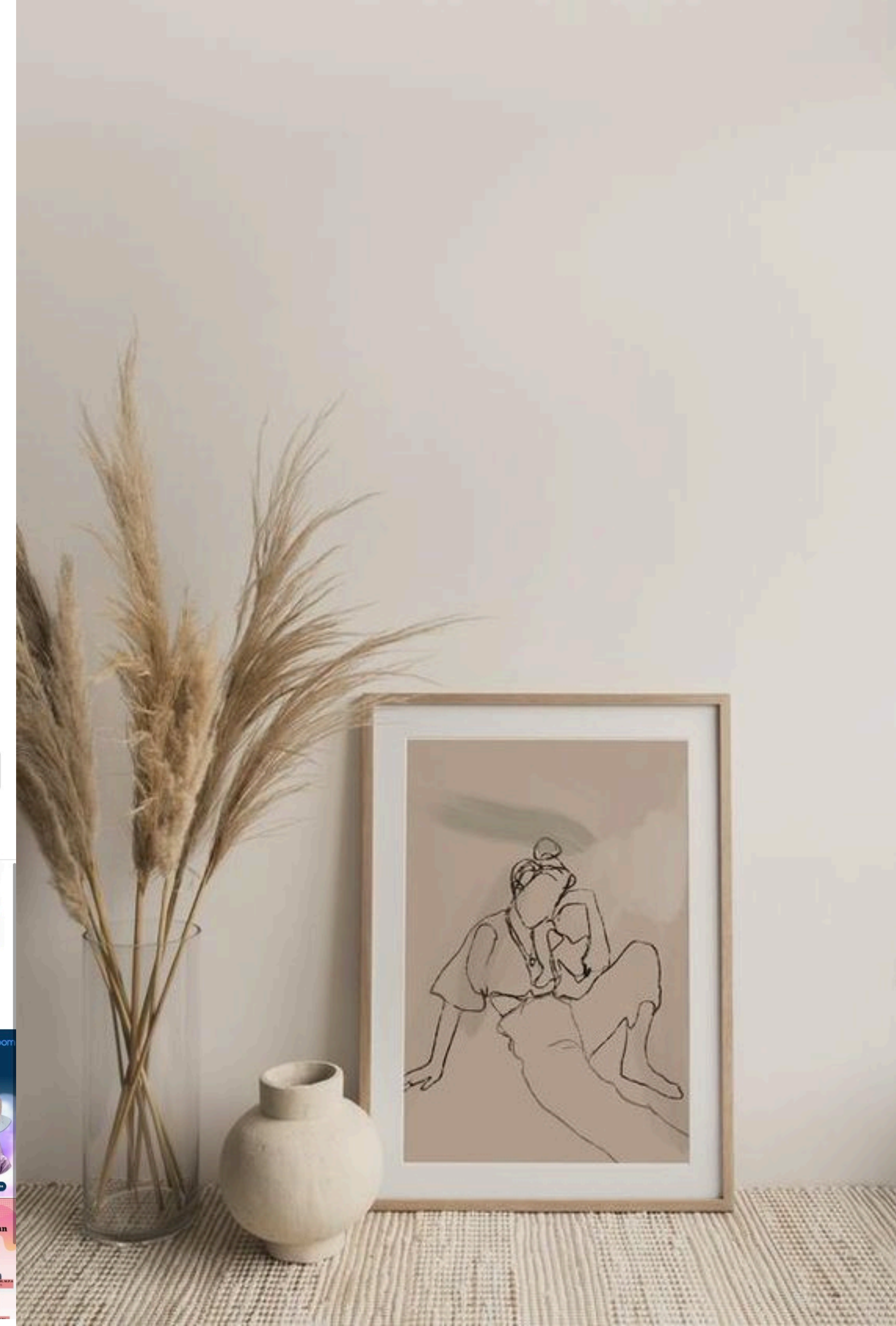
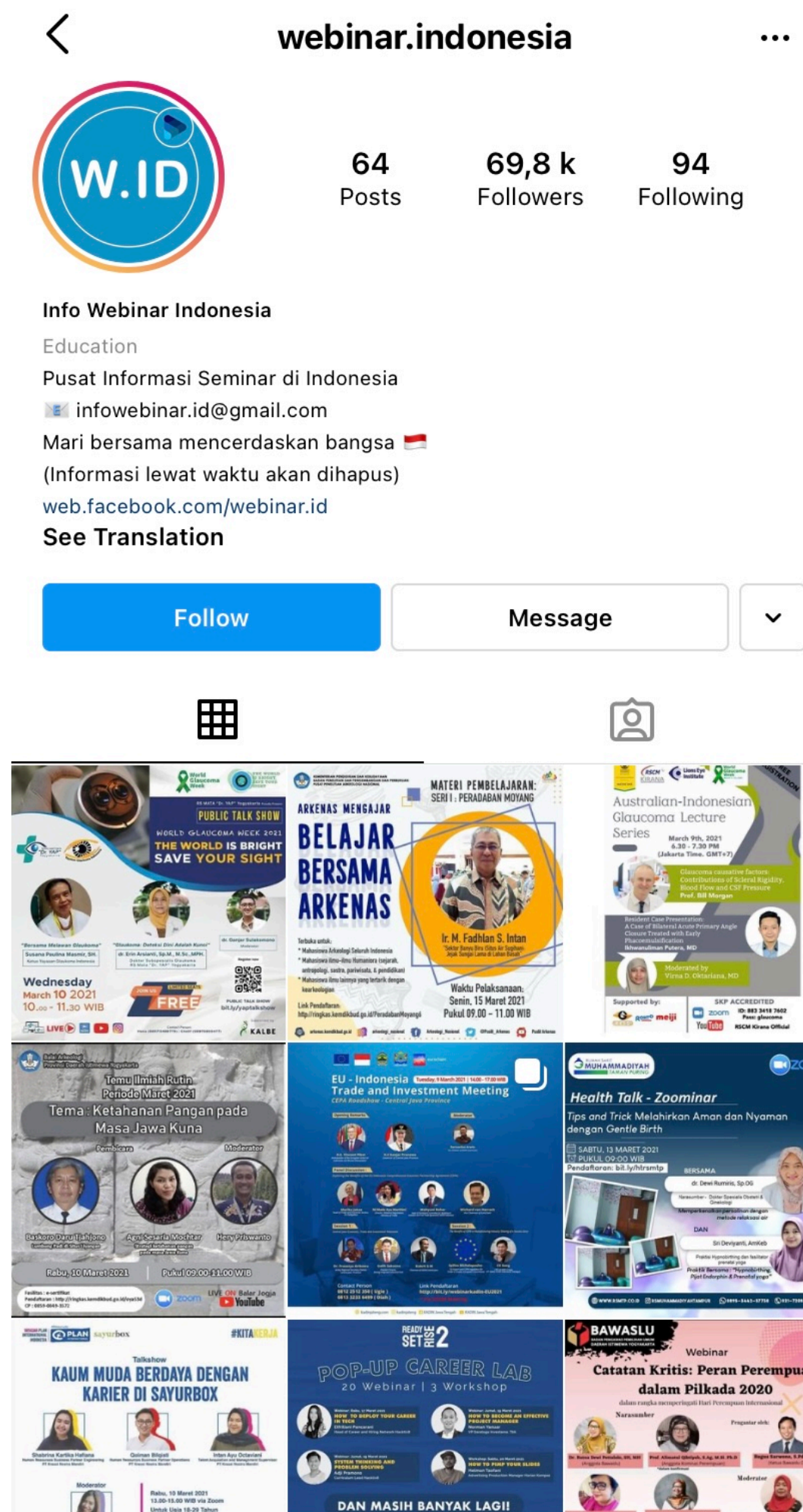
Through all these research, I think that webinars will remain useful.

We're still not sure when this pandemic will end. But what happens after that? What happens when we go back offline?

In my opinion, webinars won't be used as often for education. Though when time comes when schools are closed due to weather issues, floods, etc. webinars can be used on those days. This will result students to not miss any classes.

Office workers, businessman, businesswoman, etc. can use these webinars when they prefer to cut the cost of their meetings and seminars.

Here's an Instagram account that informs you with new and upcoming seminars in Indonesia.



Resource References

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