

# CFE Media and Technology



## **Custom Webcast Best Practices CHECKLIST**

## 1. Webcast Title

The webcast title is a key element in driving email open rates, which directly converts to improved registration. A well-written abstract holds the reader's attention and should support the title. The following are key points to consider when creating the title.



- Use strong verbs in the present tense for a more compelling title.
- Be concise and stay within 75 characters.
- If possible, use numbers in the title. (For example: Six steps toward plant efficiency)
- Avoid company names or product names in the title; keep it as educational as possible.
- Make sure the title clearly reflects what the title will be about and supports the abstract.

## 2. Webcast Abstract

A well-written abstract holds the reader's attention and should support the title. The following are key points to consider when creating the abstract.



- Summarize the webcast content emphasizing the educational aspects that will be covered.
- Describe how the viewer will benefit from attending the webcast.
- List in a bullet-point format the key learning objectives viewers can expect by attending the webcast.
- Include the speaker's expert qualifications when listing information about the speaker.
- Avoid mentioning products and companies with the exception of the speaker's title
- Include a high-res, professional headshot of each speaker.

## 3. Content

The content portion is the most important part of the webcast. The best presentations are educational, contain good visual content using photos or videos, and are not text-heavy. As your team works on content creation, keep these guidelines in mind.



- Consider your target market and end users when creating content – what type of expertise or information do you have that they need?
- Keep the message as educational as possible.
- Keep the timing of the webcast in mind. For a one-hour webcast, the time is divided into 40-45 minutes of content with 10-15 minutes left for the live Q&A between the speakers and the moderator.

- Include an “objectives” slide that covers what information you are about to present on a higher-level, and what attendees can take away from their time spent watching the webcast.
- Do NOT include embedded video, as it will not play through the webcast console. If you wish to play video as part of the presentation, please provide original video files that are at least :15 in duration with audio.**
- Presenters are muted during videos, and are unable to be heard while videos play.
- Your company logo will be included on the webcast console throughout the entire event, so you don't have to place it on every slide.
- Enhance audience engagement by adding a poll question within the presentation.
- Consider adding additional resources as additional, downloadable content (i.e. white papers, case studies) that are relative to the webcast content.
- While creating the webcast content, ensure the presenters rehearse the presentation by timing themselves as they speak to the presentation prior to the webcast rehearsal. This will help you identify any issues with the content and what needs to be added or eliminated.

#### 4. One-Minute Webcast Commercial

Your optional, 1-minute commercial is similar to a commercial on TV—a quick interruption in the regular programming to bring viewers a message about your products and/or services. It's a chance to inform the audience about your company, present the benefits of the products, introduce a new product, or explain how those products fit within the marketplace. The commercial will be presented during the first 5 minutes of the webcast. Below are guidelines for the 1-minute commercial.



- Keep commercials concise and time them to be 1 minute in length. The accepted file formats include: .3gp .asf .mov .mkv .mpeg .mpg .mp4 .flv .f4v .webm .wmv, in 4:3 or 16:9 aspect ratio.
- Use professional images and photos if possible, within the video.
- When writing the commercial audio script, consider how your product or service benefits the end user, solves a problem, meets specifications, and out-performs the competition.
- Include a call-to-action by directing viewers to a website where they can learn more about your company, products or services.

## 5. Exit Survey Questions

Once the webcast ends, attendees have the opportunity to provide feedback through an exit survey. Sponsors can provide two exit survey questions to gain insight into the topic or ask about product/service preferences. Exit survey questions can be in any one of the following formats:



- Open-ended
- Multiple-choice
- Check boxes (choose as many as they apply)
- True/False

***For example: Are you interested in implementing new technology to enhance your IIoT strategy?***

- a. Yes, within the next 6 months
- b. Yes, within the next 12 months
- c. No, not currently looking into new technologies.
- d. Not sure if there's any plans.

## 6. Webcast Rehearsal

The official webcast rehearsal is typically scheduled one-week prior to the live event. It's critical to the webcast's success to ensure your presenters are ready and comfortable with the content your team and follow the following guidelines:



- Ensure the presentation and video content is ready at least one week prior to the webcast rehearsal to properly review and identify any errors that may need correcting.
- Identify what each speaker's setup will be for the live event day. A landline is preferable for the strongest connection.
- Each speaker should be in their own, quiet space to avoid background noise. Ideally, the speakers will be using the same setup and at the same location during the rehearsal as they will be for the live event.
- If a live demo is going to be part of the presentation, please notify the webcast manager prior to the webcast rehearsal for setup and testing purposes.
- All parties who are actively taking part in the live webcast should also be present for the webcast rehearsal to ensure the live event runs smoothly.
- Only those who are either presenters, or assisting with the Q&A should be invited as a guest admin with unique login credentials. Other team members can view the webcast as an attendee for quality assurance purposes.

## 7. Marketing and Promotions

In addition to CFE Media promoting the webcast to a targeted audience starting one month prior to the live webcast, it's also important to promote the webcast on your end to further drive registration following the guidelines below.



- Upon posting registration, you will receive a unique registration URL to help promote the webcast in social media posts, newsletters, and email blasts to your lists.
- Encourage the speakers to also promote the webcast on their LinkedIn pages. This will not only drive more traffic to the webcast, but will further notify their connections and competition what they are doing to lead the conversation in that particular topic.
- If you have more than one webcast scheduled for the year, work with the webcast manager on how to market both webcasts together to maximize registration for both events—especially if they are on a related topic.

## 8. Post-Event Q&A Article

As a way to provide additional information and extend the life of the webcast, we post additional answers in an article on the website and send it to registrants in follow-up emails.



- The speakers will receive unanswered questions to answer via email soon after the live event. The document with the questions and answers needs to be returned within 5 days after the event.
- Example: <https://www.csemaq.com/articles/your-questions-answered-fire-and-life-safety-notification-and-communications-systems/>

## 9. Reporting

You will receive a report with full contact information, exit survey data, and event analytics after the live event. You can use the contact information to reach out to those who registered, but please note that it is not permitted to automatically subscribe registrants to other online products without their consent.



- Report updates will be sent on a quarterly basis with on-demand lead information or upon request if needed for the 12 months the on-demand webcast is live on the website.
- To comply with GDPR requirements, some registrant data may not be shared in the report.
- For follow-up purposes, if you need to have a segmented list of live attendees and no-shows, notify the webcast manager for these special reports.