

# Tips for hosting a successful webinar

Hosting a webinar is a great way to help educate employees about the value of a pension. Here are five tips to help make it a success.

## 1. Narrow down the topic

Pick an angle that's relevant to your employees. It's far more effective to dive deep into a single topic than it is to cover many topics in a single session. If you wish to cover multiple topics, consider hosting a series of short webinars rather than one long one. Webinars between 45 and 60 minutes tend to have the highest engagement.<sup>1</sup>

## 2. Practice makes perfect

Plan a dry run to ensure you're familiar with the various features of the platform you plan to use (such as Zoom or Teams) before the webinar. Get your presenters to sign in 15 minutes early to iron out any technical issues before attendees arrive.

## 3. Confirm the format

The most common formats are:

- Panel discussion: two or three people discuss predetermined topics.
- Interview: an expert speaker is interviewed by the host.
- Presentation: a speaker shares information with a slide deck.

Regardless of the format you choose, always allow at least 15 minutes at the end of the webinar for the audience to ask questions. Also, consider designating a moderator for the webinar. The moderator could open the webinar with a welcome, explain any housekeeping items, introduce the speaker(s) and conclude the webinar with a thank you and any next steps if relevant.

## **4. Incorporate visuals**

Staring at talking heads or presentations filled with blocks of text for an extended period can quickly get boring. A picture is worth a thousand words, especially when explaining complex financial concepts. So, consider incorporating some engaging charts, graphics, or videos to help maintain interest.

## **5. Include interactive activities**

The best way to ensure audience engagement is by inviting them to participate in specific activities like allocating some time for Q&A. However, some people may be hesitant to ask questions so prepare some in advance to kickstart the conversation. Also, consider incorporating a live poll or a simple onscreen exercise.

## **6. Registration and promotion**

Send an internal email and calendar invitation about the webinar well in advance, ensuring attendees have it added to their calendars. Include an overview of what to expect from the session, along with details about the topics and key speakers. Promote the webinar in internal newsletters, on the intranet, through reminder emails, or by leveraging team leaders. Placing posters or using digital signage/screens (if available) in high-traffic office locations, such as elevator lobbies and lunchrooms, can also serve as helpful reminders.

Not only is hosting a webinar an effective way to educate employees, but you can post or link the recording as a useful resource after the event in a follow-up email or a newsletter/intranet article.

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<sup>1</sup> Webinar Ninja, [What is the Relation Between Webinar Length and Conversion Rates?](#)