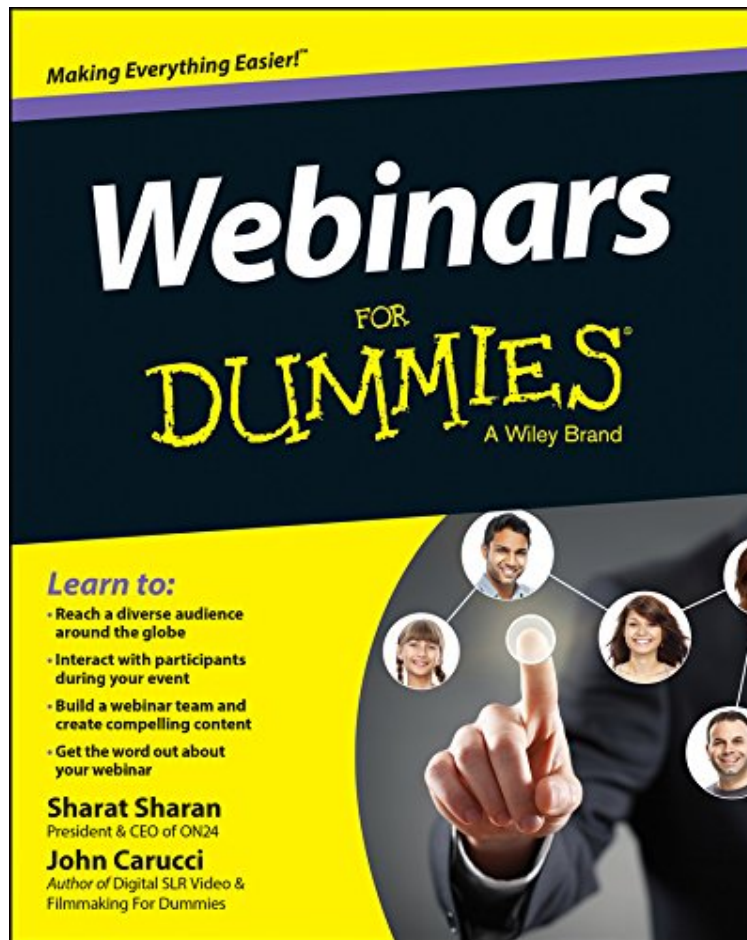


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Webinars For Dummies (For Dummies (Computers))

Sharat Sharan, John Carucci

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Gather an audience from around the globe with webinars Webinars For Dummies takes the guesswork and uncertainty out of webinar creation. Written by John Carucci under the guidance of webinar technology company ON24, the book provides a roadmap for creating a webinar that effectively communicates to the audience without boring them to sleep.

Webinars For Dummies gives you the insider's perspective on techniques that have been proven effective time and again. Webinars are becoming increasingly common as a way for businesses to connect with customers and partners without distance being a factor. Whether they take the form of a live presentation, a PowerPoint slideshow, or a combination of both, the beauty of the webinar is that it can be archived and viewed again after the initial set presentation. But this feature also adds a burden to the webinar creator, as the presentation must be understood outside of the live context. Creating what is essentially an archival presentation means considering a host of factors surrounding both content and organization. Webinars For Dummies includes all the information your business needs to start creating custom webcasts, including: A webinar overview, and how to determine your need, budget, and available tools Topic selection, script creation, graphic production, and marketing Creation advice, including live troubleshooting and how to handle viewer questions Archiving tips, and how to integrate webinars into a marketing plan You'll also find special tips for effective production and marketing, tips for readying yourself for the webinar, and case studies that illustrate successful webinar techniques. Modern business is rarely localized, and webinars are an effective way to communicate live, on a global scale. Webinars For Dummies helps you ensure your business doesn't get left behind.

From the Back Cover Learn to: Reach a diverse audience around the globe Interact with participants during your event Build a webinar team and create compelling content Get the word out about your webinar Ramp up your business with effective webinars that connect you to clients Webinars can be highly effective ways to connect with customers, but how do you get started? With this comprehensive and easy-to-use resource, you'll get the lowdown on every aspect of planning and producing webinars! Put together a budget, select tools and topics, produce graphics, integrate marketing, and much more with this great guide! Get started — get an introduction to webinars, how they work, and how they can be used to effectively connect with customers Prepare to be effective — dive into the details of selecting a topic, creating a script, producing graphics, and marketing The day of the show — be prepared for the big day with tips on going live and troubleshooting on the fly Follow up — do all the right things after the show, making sure to re-connect with attendees and get the most bang for your buck Go further — evaluate the effectiveness of your webinar and plan ahead to your next virtual event Open the book and find: An overview of creating effective webinars Tips on the tools that webinar professionals use The skinny on building budgets and determining topics Script presentation tips to make your webinar great The lowdown on great graphics and slides How to handle viewer questions professionally Tips on marketing your webinar About the Author Sharat Sharan is President and CEO of ON24, a global leader in cloud-based solutions for webcasting and virtual communications. ON24 provides services for more than 1,000 organizations. John Carucci is a writer, photographer, and videographer. He is author of Digital SLR Video Filmmaking For Dummies and is an entertainment news producer for Associated Press.