



Webinars

Let  organise and moderate your webinars



Easy and cost effective

A webinar provides a very easy and cost-effective way to engage with your audience and at PRPR, we can organise the whole event for you, from start to finish.

We will set the webinar up for you on the GoToWebinar or Zoom platform, promote it using multiple channels and manage invites and the attendee lists. We can even provide an experienced moderator to welcome your attendees, run polling and a Q&A session and ensure everything goes smoothly.



Make your content compelling

The first thing you need to do is decide on what you are going to say. While it must of course sell your products, services and business, make it topical and educational and not overtly a marketing push.

As part of your package, we can design your slides and work with you to edit the content to ensure the words flow well for a webinar.



Format and length

These will depend on the size of the audience you expect, how interactive you want it to be and the length of the webinar. Also, do you want a panel of speakers? Mixing presenters, using the polling function to provide immediate feedback on results, and encouraging the audience to ask questions at regular intervals on longer webinars all help keep attendees engaged.

PRPR can provide a moderator to lead the proceedings and filter and ask participant questions. In most cases, running the Q&A session at the end works best to keep the webinar flowing. Having someone to manage the technical side of the webinar means you can focus on your presentation and not on what people are saying in the question panel or on who has raised a hand. If you prefer to moderate yourself, we can simply start the webinar.



Date and time

The optimal date and time for a webinar varies but generally Tuesday to Thursday and between 10am and 12pm works best, unless you are trying to cover different time zones.

Importantly, people should have at least two weeks' notice to put it in their diaries and check for other events that your target audience might be attending before you go ahead.





Promote your webinar

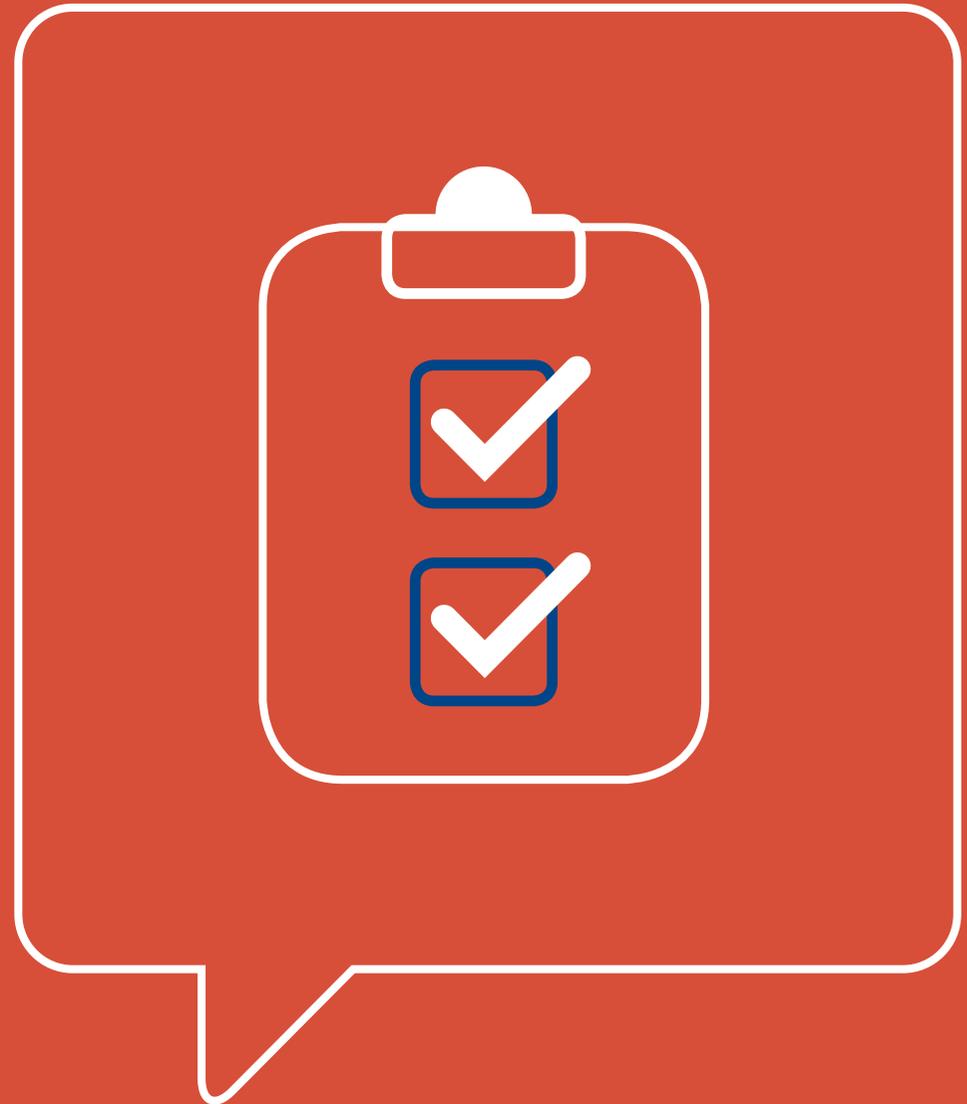
For larger webinars you can consider setting up a dedicated event page. Eventbrite is the platform most people are familiar with and we can set this up for you and manage bookings. However this is not necessary since both webinar platforms we use, GoToWebinar and Zoom, have their own registration system with a branded registration page.

Use social media and your website to spread the word, publicise your webinar in email signatures and encourage other people to do the same.



Be prepared

We can schedule a practice session to ensure you are familiar with the GoToWebinar or Zoom platform, or to help you choose which one you would like to use. It will also give you a chance to walk through your slides, ensure any polling is working, do a sound test and check that everything will run smoothly.

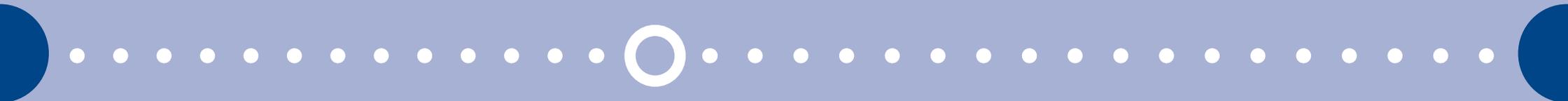




Analyse data

We will provide you with a list of who registered and who actually attended. You also get a recording of the webinar. If required, we can edit the recording so it can be uploaded to your website or YouTube channel to be viewed on demand.

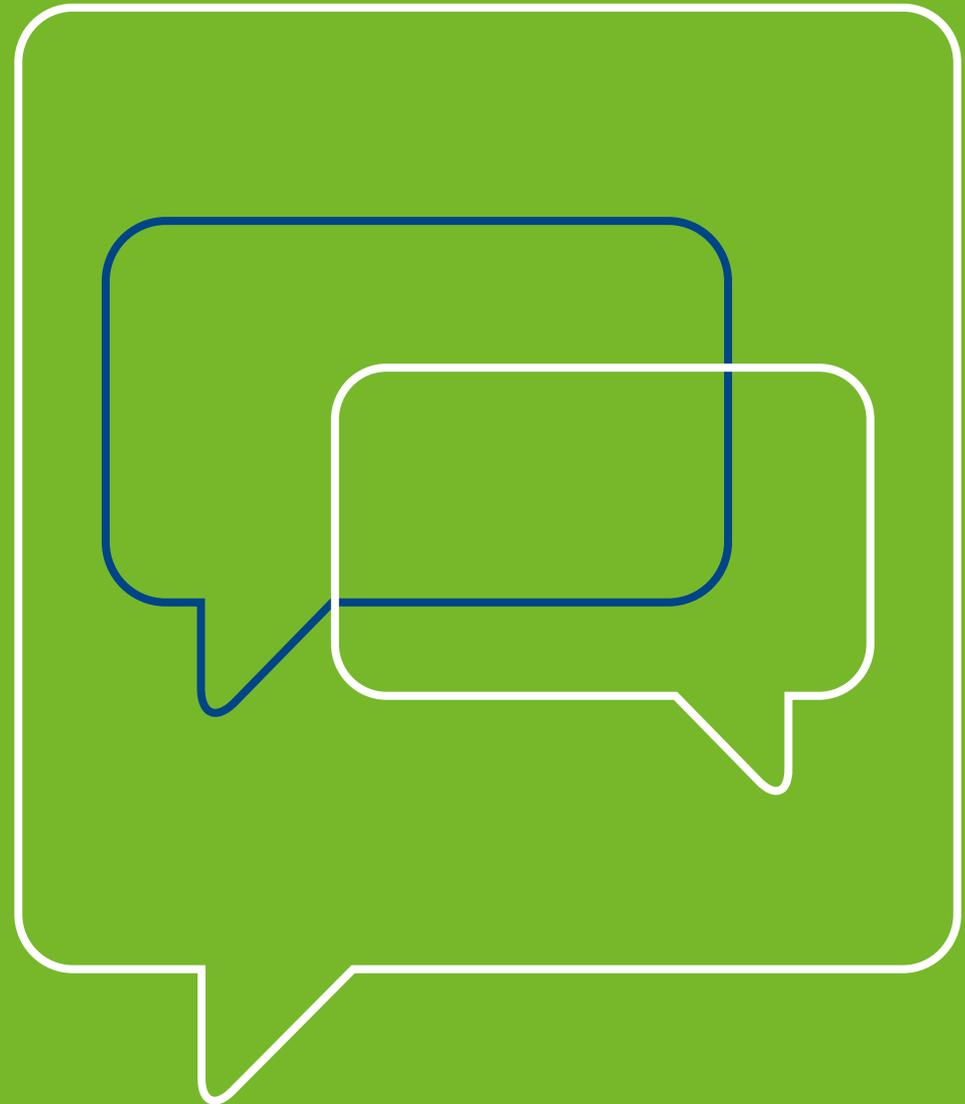
Other analytics will also be made available such as polling results, questions asked on the webinar and attentiveness of the attendees.



Follow-up and surveys

Depending on the numbers that attended we will either follow-up personally or send out a formal survey. For example, personal follow up would thank them if they asked a question and check they got the answer they wanted, as well as ask them what they thought of the webinar.

For those who registered and didn't attend, we will contact to give them an opportunity to view the recording.





Costs

Once you have chosen your content, format, length and requirements, we will be able to give you a bespoke cost, but this usually ranges between **£750** to **£2,300** (ex VAT).

Webinars take a bit of planning and organisation but if done well, they are a good, low-cost way for you to engage with a wide audience and get to know them without going anywhere.

PRPR can help you do it quickly and easily. All you have to do is put the content together and leave the rest to us.



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