



White Paper

Webinars/Webcasting

Webinars/Webcasting

Executive Summary

Webinars and webcasts are the newest forms of communication. Today, most advanced webinar and webcasting platforms are PC-based and allow a rich, multimedia experience. The presenters have the option of broadcasting their live video, present slide presentations, share videos, show their desktops, and more. The webinar and webcast experience are effective for many applications such as product or service presentations, online training and education, broadcasting live events, live customer support, remote team collaboration, and many others.

“Webinars and webcasting have proven to be effective for increasing marketing efforts while minimizing expenses.”

With travel expenses increasing year after year, webinars and webcasting are a powerful and affordable method to increase your exposure, close sales, train your employees or support your customers.

To summarize, marketing and promotion activities should include an advanced webinar/webcasting platform like comF5's. The benefits are numerous:

1. Increased exposure leading to more sales
2. Decreased marketing expenses
3. Keep your staff educated and trained
4. Provide better support for your customers
5. Increase your customer base

The average
two-day
business trip
can cost
\$1000+

Studies show that the average price of business travel is approximately \$1000.

(<http://www.businesstravelnews.com/>, 2010) Compare that

to the price of a webinar/webcast platform such as comF5's eMarketEngine at \$40/month with unlimited sessions.

Definitions

What is a webinar?



A “webinar” is a combination of the words “web” + “seminar.” Webinars generally denote that the experience is one of interaction between the presenter and the participants. Or, commonly there may be multiple presenters. Webinars are mostly data-centric where the participants are viewing the presenter’s slides, screen, videos, etc. Advanced webinar

platforms like comF5’s eMarketEngine facilitate the ability for a presenter to share their desktop, online videos, PowerPoint slides, etc.

What is a webcast?



A “webcast” is a combination of the words “web” + “broadcast.” This experience is more like television, whereby the program is pushed from one broadcaster to the viewers. These activities are commonly suited for entertainment events (i.e., concerts, speakers, etc.), churches or faith-based organizations, corporate events where the CEO or executives desire to broadcast to their entire organizations and many other applications. Furthermore, webcasts are generally video-centric, whereby the participants are focused on the video + audio from the presenters and often do not have associated data to share with

the audience.

Benefits

A recent study on webinars from research firm Tagoras, Inc. www.tagoras.com found the following:

4. How effective do you consider your Webinars to be for each of the following purposes? Please select "Not applicable" for any of the purposes below that do not apply to your use of Webinars.						
	Highly ineffective	Somewhat ineffective	Somewhat effective	Highly effective	Not applicable	Response Count
Lead generation (i.e., to attract new customers or members)	3.2% (4)	17.7% (22)	43.5% (54)	11.3% (14)	24.2% (30)	124
Brand building	0.8% (1)	1.6% (2)	50.4% (62)	35.0% (43)	12.2% (15)	123
Professional development or continuing education	1.6% (2)	0.8% (1)	22.0% (27)	72.4% (89)	3.3% (4)	123
Customer training or support	0.8% (1)	4.8% (6)	20.8% (26)	36.0% (45)	37.6% (47)	125
Ongoing customer or member engagement	0.0% (0)	5.7% (7)	34.1% (42)	51.2% (63)	8.9% (11)	123
Public education (e.g., on social or political issues)	2.4% (3)	1.6% (2)	18.7% (23)	24.4% (30)	52.8% (65)	123
	<i>answered question</i>					125
	<i>skipped question</i>					21

You can see from the table above that the majority of the respondents found webinars effective many uses within their organizations including: lead generation, brand building, professional development and ongoing customer engagement. This study specifically found that professional development or continuing education was “highly effective” uses of webinar platforms.