

## SALES AND MARKETING

### CREATING A GREAT WEBINAR WORKSHOP

Webinars are a great inexpensive way to reach a large number of people. Webinars are great tools if you want to market a new or improved product, train employees, demonstrate a new task, or have a meeting with employees located throughout the globe. Being an interactive form of media, Webinars provides a great environment for these activities and so much more.

Creating a Great Webinar is all about providing a great interaction between the presenter and the audience. Your participants will develop the skills needed to promote, host, or facilitate a great Webinar for your company. Sharing your passion and knowledge with a Webinar is the best way to reach many with the power of one.

#### **Workshop Objectives:**

- Define webinars and their purpose
- Choose the best formats
- Prepare for webinars
- Avoid common mistakes
- Understand how to interact with the target audience
- Follow up successfully

