

9 TIPS TO LEVEL UP YOUR NEXT L&D WEBINAR



TRAINING
INDUSTRY

1



UNDERSTAND THE AUDIENCE

know their pain points and speak to them.

2



CHOOSE AN ENGAGING THOUGHT LEADER

find a speaker who is comfortable presenting off script and who focuses on the challenge your target audience is facing.

3



PROMOTE YOUR WEBINAR AT LEAST 6 WEEKS PRIOR

to the event to maximize



event
attendance

&



promotional
efforts

4



NIX THE SALES PITCH

grow your reputation as an expert to build brand confidence and loyalty.

5

AVOID CLUTTER



more slides with less content fuels engagement and attentiveness throughout the duration of the webinar.

6

PARTNER WITH A THIRD PARTY WHO CAN PROMOTE AND PRODUCE YOUR WEBINAR



and whose audience aligns with your target market, to expand your reach.

7

UTILIZE ALL PLATFORM TOOLS

increase interactivity between users and your brand through the use of:



polls



chat



audio/video

8

SEND "THANK YOU" CONTENT



infographics



job aids



reports

are great first touches after the event.

9

REPURPOSE YOUR CONTENT

turn your webinar content into multiple assets like:



blogs



infographics



white papers

to extend its reach.

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