

Training Successfully with Web Seminars

Learn how you can benefit from the single greatest training innovation in the past two decades.

Suppose you value excellence in your organization. You invest a lot of time and energy helping your teams work more efficiently, understand new technologies, close more deals, satisfy more customers and manage personnel issues with grace. You make sure that everyone is aware of the latest industry trends, and how to follow new regulatory guidelines perfectly. In short, you CARE about continuously delivering meaningful training to internal and external stakeholders of your business.

Easier said than done, especially if your teams are spread across multiple locations.

Training can require complicated logistics and planning, extensive travel, and most important, the ability to convince trainees, over and over again, that you will not waste their time. Training also requires a lot of trust – that people understand and remember all the material you packed into a short time. If you can get away with breaking the training into manageable sessions and inviting people to join a conference call to avoid travel, then congratulations are in order. But there is something better.

The Greatest Innovation

What could be better? Let us share with you the single greatest training innovation in the past two decades. It's the "webinar." When you are finished reading this document, you will understand why holding your training sessions as webinars will have an immediate, positive impact on your entire organization. You will:

Simplify the process of planning and preparing for training

- Save a lot of time and money
- Deliver more focused content
- Hold more frequent, less intrusive sessions
- Gain the gratitude of participants
- Enable teams to be more productive
- Avoid the hassle of travel
- Get everyone on the same page at the same time

And...

- Bring your organization to higher levels of excellence than ever before

So let's get started!

What is a Webinar?

A webinar is a seminar on the web – any meeting, conference, recording, demonstration, training, or event that is designed to disseminate information either one-way or interactively. Most

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often, webinars are performed by inviting participants to dial into a toll-free phone number and simultaneously log onto a website so that they can see and hear what is going on. A webinar can also be recorded and referenced at a later time. This enables new participants to review the webinar as if they are actually in attendance.

Webinars can include a few people or hundreds, depending on how interactive you'd like them to be.

8 Reasons Why Webinars are So Powerful

1. A webinar is a way for people to experience something new in a group setting, before they do it themselves. The intimidation of trying something new is greatly reduced when they are given the opportunity to walk through a trial run with an expert, without fear of making a costly mistake.
2. People are heavily influenced by their peers' reactions. This is a chance for a group of people to hear each other ask questions and feel comfort knowing that others have the same concerns and curiosities. In fact, people often feel more comfortable interacting virtually, rather than having a hundred people stare at them as they raise their hand.
3. Webinars accelerate the learning process by increasing the opportunity for communication, enabling you to give virtual demos to a variety of stakeholders at once. Webinars' ease of use and affordability mean you can conduct shorter, more frequent training sessions that help keep everyone focused.
4. Word of mouth is an extremely effective way to create buzz around a new program or system. A webinar is a great way to spread word of mouth. Using a webinar, create advisory groups, roundtables, seminars, recordings, and customer education sessions to add value to their experience and build loyalty.¹
5. Webinars let you create informative communication pieces that are specifically geared to particular departments, and let you educate specific audiences. For example, create webinars that help teach potential franchise owners how to choose which franchise is right for them. Then, later, create webinars to educate them on successful tips for running their franchise.
6. By placing links to recorded webinars on your website, you can train an entire generation of new employees simply by sending them to the links. They can review previously held training sessions as if they were in attendance.
7. By using webinars, you can reach everyone at your company without having to travel, or making participants travel to you.
8. Webinars are so cost effective, that you can cut your travel budget substantially, and use the money for other activities.

¹ George Silverman, *The Secrets of Word of Mouth Marketing* (New York: Amacom, 2001)

Training and Traveling: A Paradigm Shift

Yes, you will still have to travel from time to time to conduct training sessions. But in many instances, you can avoid travel, especially when you want the opportunity to present a brief demo or a refresher session.

The Old Way	The Webinar Way
Request that participants pay for flights and hotels, deal with airports, leave their families and miss their kids' ballet recitals	Request that participants put aside their work for a few hours to focus their attention on a virtual training session
Reserve training facilities, audio/visual equipment, technical support assistance. Send itineraries, order meals, purchase supplies, provide Internet access, hand out feedback forms, collect the forms...	Reserve participants' time. Let your conferencing service provider invite, enroll, collect payment from, survey, and follow up with participants
Dress up, stand in front of a room full of people with jet lag, and make a presentation	Wear comfy clothes, share slides, a website, or specific applications with participants sitting comfortably in their own offices. Let them ask questions over the phone or "chat" online with you
Squeeze months of material into a week-long session to cram in every last bit of knowledge while you have their time	Schedule short, frequent training sessions that hold everyone's attention

But All I Need Is A Conference Call!

Yes, conference calls are great for training, and eliminate a lot of the pain of travel. But you would not believe the benefits of sharing a screen with your participants, and hearing them ask questions about exactly what you're showing them. Best of all, you can record a webinar and capture both the audio and visual components of the conference. So you can hold a training session, record it, and send a link to future employees and future customers!

The Old Way	The Webinar Way
Invite participants to join you on a conference call at a given date/time	Invite participants to join you on a conference call and on a specific website at a give date/time
Email participants a document for them to open and follow along at their desks. Hope they got to check their email before the call	Walk participants through a document on your screen that everyone sees together. Use markup tools to highlight your points, and move everyone forward simultaneously
Tell everyone how something is supposed to work	Show everyone how something is supposed to work. Take them to an online system and show them where to click, or open an application and teach them how to use it

The Old Way

Trust that the right people are on the phone, and that nobody is missing

Record the call for someone to hear later

The Webinar Way

From the web, see a list of everyone on the phone and on the online meeting. Mute or unmute selected participants, see someone “raise” their hand, answer a chat message, and manage both the audio and web portions of the meeting

Record the call and the web meeting with a click of a button – let someone review the conference and watch everything that was presented!

Wrap Up

We hope we’ve convinced you how webinars can have an immediate, positive effect on your organization, delivering a real competitive advantage. To help illustrate how some companies have implemented webinar training programs, we have enclosed a few case studies with this document. For more information on how webinars can impact your training organization, you can contact our support team at ReadyTalk. We look forward to helping you improve the way your company communicates.

Thanks! And happy training!