

FUTURE
B2B

Webinar Masterclass

Lessons Learned on Creating
Engagement from 900+ Webinars



Why host virtual events

- No travel (budgets and logistics)
- Cost effective
- Build brand reach and connect with a wider audience
- Accessible options - closed captioning, and visual aids
- On demand allows for asynchronous viewing
- One webinar can create a variety of content assets
- Set up your team members as experts and thought leaders in the field

In person events are still very important and you don't need to choose only one or the other. Consider adding virtual elements to your in-person event program!

Concern: Attendees don't stay focused in virtual events.

Answer: Add in fun activities that pull attention back to the screen (just like maintaining audience attention in live events)!

Start with the basics....

The foundation of a good webinar is built on two key pillars:
your **team and your platform**

Plan ahead! Map your webinar program before you write any scripts, book platforms or chose a platform. A little planning will help you get the most out of this valuable tool!

Building the Right Team: Moderators and coordinators act in tandem to keep things running smoothly in front and behind the curtain!

If your speaker has the content expertise, but not the storytelling abilities, a good moderator can help guide (and enliven) the conversation!



Why pre-recording is GREAT!

- Enables speaker flexibility (especially planning across global time zones)
- More efficient use of your internal resources
- Peace of mind for the speakers
- High quality recordings for post webinar follow up assets (social media, email, etc)
- Enables more playful activities and games which can be hard to manage live

Perfection is the enemy! Relax and have some fun, allow for small errors that add to the illusion of live theatre.



Don't be afraid to play

Games help speakers to get out of their heads and drop the “presenter mode”. Have a little fun, laugh, connect with the audience and **create a more authentic experience.**

Think back to your early days in school and borrow all the learning games you used to love!

These games bring in physicality, break the mold and allow speakers to flow through information in a way that is more natural and genuine rather than scripted or memorized.

[CLICK HERE](#) to check out some highlights!





Bring it to the real world

Real World Examples: Be specific, tell **stories from the trenches**, use real world examples and let your speakers dig into some real-world examples they have seen, been a part of, helped solve, or have strong feelings about!

Fireside Chat: Sometimes the best way to connect with an audience is not to try and “present” but rather to invite them to sit in on a **casual conversation among friends**. Flow from topic to topic with a rough idea of what should be covered, leaving space for the passion and energy of the speakers and audience to take you towards different topics or ideas naturally.

Be yourself!

The fun and games are all, well fun and games, but they won't be effective if the speaker is not comfortable or if the tone doesn't fit your brand or your content.

If your speakers are uncomfortable on camera, or they don't want to try a more creative format, don't force it!

Some of our best webinars have started with a big bright shiny idea, and then been modified and tweaked to fit the comfort of the speaker. Don't fall so in love with your idea that you can't hear your presenters, allow for their authenticity and comfort to be a part of the planning discussion!



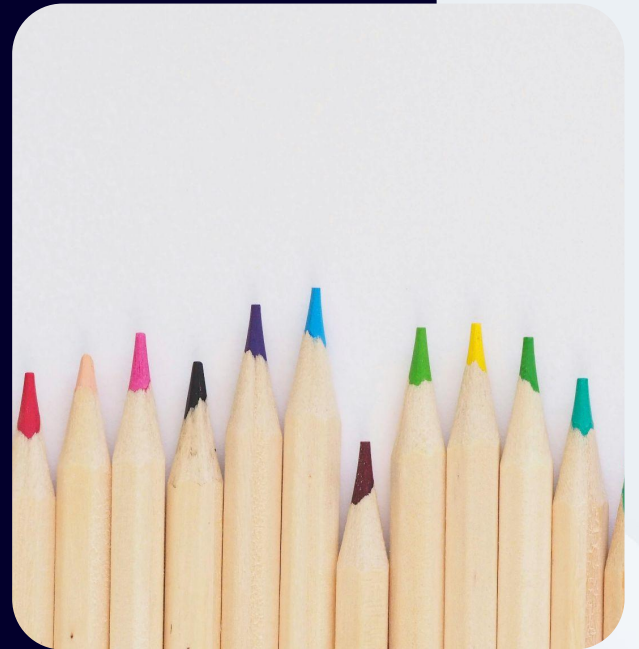
Tools of the trade

Demos: A demo is a great chance to showcase your solution in action. Decide on a few key features to highlight, and identify the problem you can solve.

Polls: can be a great way to get your audience to interact, but more than a handful can burnout engagement. Be sure to have some chit-chat planned while the poll is up so it's not just dead air.

Incentives: Prize giveaways or offer incentives for booking a demo/meeting after the webinar.

Handouts: A great way to spread your message and encourage future contact points. Choose your favourites though, don't overload attendees with options!



When things go wrong..

In a live event, even with pre-recorded presentations, things can go wrong! When that happens there are two things that make a huge difference - **your team and your smile!**

Stay calm, picture a duck on the pond - all calm on the surface, and fast moving feet under the water. Tag in your coordinators to support behind the scenes so that your moderator can keep speakers/audience happy and smiling. Don't be afraid to laugh about obvious issues, invite the audience to be a part of the joke!



A QUICK REVIEW OF....

Top tips from the Mod Squad!

- **Pre-Recording is (can be) great!**
- **Prep your event (PLAN AHEAD)**
- **Play games and have fun**
- **Use case studies, real world examples, and actionable tips**
- **Be authentic, be yourself!**
- **Stay calm, the show will go on**



Not just fun - it works!

The screenshot displays a list of four user comments from a Q&A forum. Each comment includes the user's name, their text, and a rating interface with buttons for 'HIGH', 'MED...', 'LOW', and '(None)'. The 'MED...' button is highlighted in orange in all cases. The first three comments also have a dropdown menu set to '(None)'. The fourth comment has a dropdown menu set to 'Questions'.

#63 Answers: 0 IGNORE
Chris Taskey: I could listen to this all day
HIGH MED... LOW (None) ▾

#62 Answers: 0 IGNORE
Chijioke Abuba: Awesome
HIGH MED... LOW (None) ▾

#61 Answers: 0 IGNORE
Brian Fought: Wow awesome presentation!
HIGH MED... LOW (None) ▾

#60 Answers: 0 IGNORE
Steve Cheang: I can see that is great application for remote learning.
HIGH MED... LOW (None) ▾

#56 Answers: 0 IGNORE
Greg Stav: wow, ... that's truly amazing. ... sorry not a questions, just an observation.
HIGH MED... LOW Questions ▾

“I do appreciate all the informative and fun webinars you put out.” - Jaideep

“That was the BEST webinar that I ever attended!!!!”
- David

“I really appreciate all of the great content that you folks at ATM provide on a regular basis. The webinars definitely help us to evaluate various solutions and get a quick demo before having to engage with vendors. They are a huge help to us!!” - Vinnie

“I have gained tremendous knowledge of your products and direction from your conferences/webinars.” - Kenneth

Following up

- Have a nurture plan in place BEFORE your webinar begins and determine where it fits in the sales funnel
- Consider exit surveys and pre-registration questions as a way to target follow-up plans
- Have different nurture plans ready for different paths (not a one size fits all)!

Consider post-webinar content assets. **Turn your webinar into a program not a point in time!**



We want to hear from you!

Click on the link and answer a one questions survey for the 2025 Buyers Guide.

<https://survey.alchemer.com/s3/7672734/2025-Cybersecurity-Buyers-Insights>

Get Inspired:

- **Demo Jam:** <https://www.youtube.com/watch?v=Bkd34jVOg6U>
- **Guac vs Guac!:** (Timestamp 1:03:34)
<https://www.youtube.com/watch?v=0ZS10I2wddA>
- **Laundry vs Data Recovery:** (Timestamp 1:03:11)
<https://www.youtube.com/watch?v=KvBXRlPQGgM>
- **Beanboozled:** <https://www.youtube.com/watch?v=p3Mzf9iW39E>
- **Hot Sauce Challenge:** (Timestamp: 21:33)
<https://www.youtube.com/watch?v=BGBAT6MQCp0>



Learn More

- **Case Study:** How **Keeper Security's** Webinars Generate Leads While Driving Brand Recognition and Engagement:
https://www.actualtechmedia.com/wp-content/uploads/2023/11/ActualTech_Keeper_Snapshot_Case-Study.pdf
- **Case Study:** How ActualTech Helped **HourWork** Fill Its Pipeline and Grow MQLs by 250%Quarter-Over-Quarter:
<https://www.actualtechmedia.com/wp-content/uploads/2023/09/HourWork-case-study.pdf>
- **Case Study:** Forward-Thinking Marketer at **HPE** Discovers Cutting-Edge Lead Generation Machine:
https://www.actualtechmedia.com/wp-content/uploads/2023/09/Updated-HPE-Case-Study_generic_v2.pdf



2024 Cybersecurity Buyers Report

Thank you!

[Our upcoming webinars >](#)



Jess Steinbach

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Moderator, Future B2B

[LinkedIn >](#)