

# GUIDE TO HOLDING **VIRTUAL EVENTS**



# THE EASO GUIDE TO HOLDING VIRTUAL EVENTS

COVID-19 has dramatically changed events. In-person meetings, seminars and conferences have all had to move online.

As we have probably all observed, some virtual events are much better than others.

In order to be engaging, online offerings don't have to be slick. But they do need to be interesting, enjoyable and free of technical hiccups. The audience needs to feel grateful for having taken the time to attend, and is hopefully impressed and more knowledgeable afterwards.

Whilst many of us are keen to get back to physical events, for the time being, virtual dialogue will continue to be an essential part of our communications.

Even when the 'new normal' begins, most organisations which have made a switch to virtual events will likely keep them, at least as a component of their communications. So perfecting virtual offerings now is likely to be a good investment.

Hosting a virtual event has many similarities to an in-person event, but with the extra challenge of having to work harder to keep the virtual audience engaged. When you are presenting in front of a room of people, you can observe body language and facial expressions to judge whether or not the audience is following what you are saying. But obviously, you can't see the audience in a webinar, and there is a risk of delegates leaving with just one click, or becoming distracted by other priorities. So, it is critical to plan well and execute professionally.

World Obesity Day offers an ideal opportunity to hold virtual events of your own, as the focus of everyone's attention will be already on obesity.

EASO and ECPO have produced this guide to inspire you and help you hold virtual events of your own. We hope you find it useful.

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# CHOOSING THE TYPE OF EVENT TO HOLD

Depending on your audience, and the messages you want to convey, there are several options you may want to consider for World Obesity Day:

## SEMINARS

Seminars usually involve two or three speakers focused on a single theme or closely related topics, orchestrated by a moderator, and with an invited audience who can participate by asking questions and taking part in polls. Only the speakers (panellists) and moderator appear on the screen.

- The number of participants who may join as delegates depends on the webinar service provider and format you choose.
- Seminars you may want to hold in conjunction with World Obesity Day could include sessions for GPs and healthcare professionals; for people living with obesity; for politicians, decision-makers and payers; or sessions held in conjunction with an obesity-related disease group such as diabetes or cancer.
- The maximum length of a seminar should be less than an hour. GPs, for example, are very busy and are unlikely to commit for longer.
- Seminars are more interesting if speakers represent distinct, views and perspectives, or present different aspects of the topic. The moderator needs to direct conversation and questions which might follow very short introductory presentations or remarks from the panellists. These presentations – or lightning talks – should ideally be around three to five minutes per speaker to leave plenty of time for discussion and questions.
- Don't be tempted to have too many speakers

## LECTURES

Online lectures or short talks presented by an expert are relatively easy to film without the use of specialist equipment.

- Talks can be recorded using a good quality mobile telephone or, if slides are required, they can be recorded directly within PowerPoint, or using webinar presentation software such as Zoom.
- To see examples of short lectures, please see TED Talks [www.ted.com](http://www.ted.com)



## WORKSHOPS

These are usually more focussed on learning and involve 10-30 participants who all take, often in breakout sessions and revolving groups.

- Online workshops of about two hours are considered ideal but can be longer if there is project work for the participants.
- A topic expert or a tag team of two often conduct workshops and are responsible for both presenting content and moderating discussion.
- Workshops you may like to hold in conjunction with World Obesity Day might focus on advocacy skills or on how to address stigma in specific settings, for example.

## ROUNDTABLE DISCUSSIONS

Similar to workshops but focussed on sharing views and building consensus rather than learning.

- These are usually chaired rather than moderated and may include a larger number of panellists than a seminar.
- PowerPoint presentations are rarely used unless it is by one expert to set the scene for the discussion.
- Roundtable events are often conducted under the Chatham House rule which means that participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed. This restricts use of material presented afterwards as any recording that identifies an individual speaker as what participants say cannot be made public.
- For World Obesity Day, you might like to hold a roundtable event with a group of policymakers on how to ensure greater access to obesity treatment in your country.

## ONE-TO-ONE DISCUSSIONS

Sometimes referred to as “fireside chats”.

- These are usually pre-recorded events and can be used by themselves or as part of another event. They are useful as website content and for extracting short clips for media and social media.
- They can be a very effective way of illustrating and reinforcing key messages from an expert or politician. These discussions should be limited to 10 to 15 minutes.

## CONFERENCES

Online conferences tend to be more elaborate events, often with plenary sessions followed by several breakout sessions happening simultaneously in separate “rooms” or on different “channels.”

- Conferences sometimes feature online exhibitions, with virtual booths for sponsors or project partners which can be visited by participants
- These can be complicated and technically challenging to host. You will almost certainly need to hire a specialist online events company to help you. If you are relatively new to online events, we suggest you organise a smaller event before considering a conference.

## OPEN DAYS

Hospital and clinic open days have helped to create a lot of interest in obesity days in the past. However, many hospitals are currently unable to invite people to attend in-person events.

- Instead, they are now holding Open Days online. Some hospitals have hired specialist virtual reality (VR) companies to create guided tours for their patients.
- In practice, an Open Day does not have to be so elaborate. A presentation, featuring the bariatric unit at a hospital or facilities at an obesity clinic, for example, can be produced from video and photographs. A voiceover and short commentary can be added by key members of staff.
- This content is ideal for use on a website and social media.

# PLANNING YOUR EVENT

Unlike in-person events, which can involve many months of planning to secure a venue, virtual events can be held at shorter notice. However, planning and preparation are still essential to ensure that nothing goes wrong — or that if it does, you can recover from any eventuality so that the show goes on.

There are three main factors that can make or break a virtual event: **technology, content and style.**

## TECHNOLOGY

Try to ensure you are using the highest quality technology you can – and that your speakers will be too.

- Choose your platform carefully.
- There are now literally hundreds of webinar and online conference platforms from which to choose. To select the right one, you will need to answer some questions:
  1. **Budget:** What is your budget for the webinar platform?
  2. **Attendees:** Realistically, how many attendees will join the webinar?
  3. **Reliability:** Are you willing to pay more to ensure there are no connection issues, or can you handle a couple of bumps in the road?
  4. **Webinar Frequency:** How often will you be hosting webinars? Is this a one-off event or something you will be doing weekly/monthly?
  5. **Branding:** Does it need to be fully branded, partially branded, or are you okay with no branding, or even the branding of the platform instead of your own?
  6. **Ease for the audience:** How easy does this need to be for your audience? Would they be willing to download a programme or plug-in?
  7. **Technology:** How easy does it need to be to manage? Do you have time to devote to learning how to use the platform?
  8. **Recordings:** Do you need recordings of your webinars after the live event? Do you need somewhere to host them to better leverage your content?
  9. **Reporting:** What type of reporting and analytics, do you need?
  10. **Communication:** How will you manage registrations and communications with attendees? Are you willing to pay extra to have the platform do this, and if not, what kind of integrations do you need?
- Once you have answered these questions, make a list of the features you really need. This will help you define which programme will be best for you.
- The technology you use should enhance participant experience, not detract from it or create obstacles to joining. But avoid getting caught up in the bells and whistles. A lot of webinar platforms offer features you probably don't need. Try to keep it simple.
- We have provided links to a list of some of the webinar platforms on **page 20**. However, these are not necessarily recommendations and as their specifications and prices change regularly we suggest you review each one before making a choice.

## CONTENT

It takes a really compelling topic for an attendee to stick around for an hour-long presentation. And because your audience is remote, you'll have little idea if you've lost anyone's attention, especially if there's no Q&A or other form of interaction

- When deciding on the topic and creating content for your event, always ask yourself: "What's in it for my audience?"
- The content for an online webinar needs to be exciting, dynamic and well produced as well as interactive.
- When your audience is asked to be directly involved with something that is happening, the chance that they will remain attentive.
- Exercises that challenge and engage your audience will make your webinar interactive and interesting, activating their brains and increasing the value of your webinar.
- Don't waste time with slides about your organisation. If people want to know more they can look at your website.
- If speakers don't need slides to support them, then don't force them to use them

## STYLE

Webinars are an experience, so the style can be almost as important for creating an engaging event as the substance.

- There are usually three reasons the style of an event may be disliked.
  1. **There's not enough going on**  
A lengthy webinar with a single person speaking the entire time will not maintain participants' attention. Engagement techniques such as polls, word clouds, and Q&As need to be included to keep participants focused.
  2. **There's too much going on.**  
Less is sometimes more. Too many interactions, with polls every other slide or the moderator repeatedly interjecting with questions, can disrupt the flow.
  3. **Busy slides**  
Slides with too many visuals distract attention from the narrative. They may also appear unprofessional.



## OTHER FACTORS TO KEEP IN MIND

- Carefully check in advance to ensure that there are no conflicting events taking place at the same time as you intend to hold your event.
- Make sure you plan the event at a convenient time for most of your participants. Morning events generally tend to be better attended than those in the afternoon.
- Don't be tempted to make your event too long. Optimising the length of your webinar is key to keeping participants engaged and attentive.
- Plan for breaks and where possible avoid scheduling during the entire lunchtime.
- If you do include a break in your agenda, keep it short.

## HAVE A 'PLAN B'

Ensure you have a Plan B in case something goes wrong.

- Make copies of all the slides so the show can go on if your computer crashes
- Make sure that someone else has a copy of your webinar software log-in credentials, dial-in number and access codes written down on paper, in case your Internet or landline connection goes down
- Having a mobile phone as back-up is also worthwhile
- Write down the support number for your webinar software provider in case of support issues
- Have all presentations saved on two computers so you can easily switch presenter if needed. And make sure your speakers have the moderator or producer's mobile number in case of difficulties before or during the event.

# PROMOTING YOUR EVENT

With more and more webinars scheduled and international access to content, there's more competition than ever for eyes and ears. Even as this platform, becomes more popular, people typically attend only a handful of webinars a month, so make yours stand out from the crowd.

## YOUR INVITATION

Your invitation should be compelling and needs to convince your potential audience that they will be missing something important if they don't attend.

- Don't make the invitation too long. Use an attention-grabbing headline and then give them just enough information to get them to click on a link to your webpage for further information and registration.
- Remember to include the date and time, who should attend, and two or three short points on what's in it for them.
- The first invitation you send can be a 'save-the-date'. You will need to follow up with reminders later.
- While your first touch email should be a branded HTML, consider switching to plain text emails for subsequent broadcasts if your delivery rates are below expectations. This will help them avoid getting caught in spam filters. If your open rates are low, change the subject line to something that will compel recipients to open and click through. Ensure you send marketing emails from verified email addresses to reduce the bounce rate.
- Remember that not everyone you invite will attend. There are nearly always no-shows for in-person events. Online events are no different, and there may be an even higher dropout rate, especially if something more pressing arises at the last minute.

## YOUR WEBSITE EVENT PAGE

You will need to have an appealing page on your website, dedicated to the event

- Initially, this will be for the purpose of getting people to register. Later this can be used to provide updated information, and afterwards, it can be your platform for publishing a report, the video recording and presentations.
- Included on this page should be more detail of the event, including the information you already provided in the invitation (date, time etc.); details, pictures and biographies of speakers and the moderator; and a very conspicuous link to your registration form.
- Don't include too many fields on your registration form, or people will abandon it. Just capture essential items: first name, last name, email, phone number, organisation, job title.
- You might also like to consider an additional field asking whether there are any specific points they would like to see covered during this event.
- Be honest, accurate and realistic about the content. One of the top reasons people give for leaving a webinar is "content was not as advertised."



## SOCIAL MEDIA

A well-timed series of properly targeted email invitations works well. But to maximise registrations you may need to publicise your event more widely. Through careful use of social media you can reach a much wider audience.

- Publicise your webinar on all the channels where you are active, as well as among your network of affiliates.
- Post Twitter cards and images with the registration or participation link (for an open event).
- Make sure your email invitation and registration page include buttons for social sharing, and consider using a customised hashtag for your event or wider campaign. Also please include the hashtag #ObesityDayEurope as this will extend your reach.
- Live tweet the event to engage attendees during the event, and encourage participants to continue the conversation afterwards on Twitter and LinkedIn. Your website and blog provide obvious opportunities to draw attention to your webinar.
- Social media advertising is still relatively inexpensive. Details can be found on Twitter ([business.twitter.com/en/advertising/campaign-types.html](https://business.twitter.com/en/advertising/campaign-types.html)); Facebook (<https://www.facebook.com/business/ads>); and LinkedIn ([business.linkedin.com/marketing-solutions](https://business.linkedin.com/marketing-solutions))
- Consider using a social media advertising campaign for two weeks prior to the date of the event.

## PRESS RELEASES AND MEDIA PROMOTION

If your event is newsworthy, consider writing a press release, posting it on your website, and sending it to your media contacts.

- If you are holding the event in collaboration with other organisations or sponsors, make sure you send the press release to them and their media contacts too.
- You can find logos and other World Obesity Day Europe artwork on the World Obesity Day Website [woday.eu/resources/design-and-print-resources](http://woday.eu/resources/design-and-print-resources)
- If you are planning an event around a specific theme (such as the release of a report), consider organising a media briefing that can help spread your messaging.
- If your event is on World Obesity Day, the broadcast media in particular are likely to be keen to find someone they can talk to about it. Contact them a week to 10 days in advance and offer them the opportunity to talk to someone from your organisation.

## OTHER PROMOTION OPPORTUNITIES

But don't overlook other free exposure opportunities.

- Include a link to the webinar registration in your company's email signature banner, so others in your organisation can spread the word effortlessly.

## CONTINUE PROMOTING IT DURING THE EVENT

Make sure to promote the event while it's happening – the easiest and most effective way to do this is to live Tweet.

- Ask participants to live Tweet, and remind them to include your organisation, the event Twitter handle, #ObesityDayEurope, @ObesityDayEU, those of the participants and other hashtags you are using.
- If the event is recorded, or at least not under the Chatham House rule, you should identify the Twitter handles of speakers and active participants to make sure you can quickly and easily live Tweet during the discussion. After all, you know everyone is sitting behind their screen!



# PREPARING FOR YOUR EVENT

Keep in mind the top reasons that participants abandon virtual events before they end and address each one:

1. The content is not as advertised
2. Boring presenter
3. Presenter is reading the slides
4. Presenter is reading from a script
5. The webinar is too long
6. Presentations that begin with “about our organisation”
7. Boring slides with too much text

## PREPARING YOUR SLIDES

- Try to discourage the use of bullet points and use more visual slides. Use pictures and diagrams with a clear purpose to illustrate a point. Nothing gets audiences to visually disengage faster than a boring set of PowerPoint slides
- If you must use text, limit yourself to just a few key words and make them BIG AND BOLD! And if you really feel that bullets are best, use absolutely no more than three or four per slide.
- Don't try to put too much content on each slide. If you want to provide your slides as a handout to speakers afterwards, prepare two versions. Webinar participants want to listen and learn — not read slides. If all the information they need is on the slides, what is the point of having a presenter?
- Don't read off your slides. Your audience will read faster than you can speak. When they have only their screen to look at, it will be even more evident that you are merely reading a slide than when you are making an in-person presentation.
- If you like to use slide builds to reveal parts of your slide as you speak, it is better to do a separate slide for each part you want to reveal when you are giving a virtual presentation. The built-in slide builder in PowerPoint can be slow to respond, particularly if you have limited bandwidth.
- Visual presentation tools such as PowerPoint, Keynote and Prezi are powerful tools to help you get your point across. But remember they are merely aids and not the substance of the presentation itself.
- The audience should have no doubt about what you want them to do next. Wrap things up with a summary of your main points and a clear call to action.

**DON'T FORGET THE PLACEHOLDER SLIDES**

- You will probably need slides to open the event, to introduce each speaker and topic, to present poll results, to summarise any key takeaways and to end the event.
- For the speaker and topic slides include names and titles only.

**TOP TIP:** *Include a picture of the speaker on their title slide. If for any reason visual contact with speaker is lost during the event, the slide can be used as a placeholder while they are talking.*

- Remember - once you factor in the welcome and speaker introductions, audience polls and Q&A session, the actual presentation should account for no more than 30-35 minutes of the total run-time in an hour-long webinar.

**SHOULD I RECORD THE PRESENTATIONS IN ADVANCE?**

The advantages of recording presentations in advance are many.

You can keep presenters to time, either editing presentations to the length required or getting the presenter to re-record a shorter version.

Any unintentional pauses, interruptions or errors can be removed in advance.

If your presenters are inexperienced, it offers the opportunity to give them guidance and coaching. However, rehearsals can serve the same purpose.

Disadvantages include that it is more challenging from a technical perspective to ensure that recordings are played back seamlessly, in the correct order and without there being an apparent pause while they start playing. Also, presentations can appear less spontaneous and natural.

A good compromise is to record the presentations during your rehearsals and keep them as a back-up in case a speaker gets disconnected.

## REHEARSE AND TEST

- Rehearse, rehearse, rehearse. Just like an in-person presentation, it will come across much better if you have taken time to rehearse it – several times!
- Your event should be broadcast quality so plan to test your technology well ahead of time
- Find out where your speakers intend to physically be on the day, in case their location or choice of equipment is likely to affect sound quality. Have their phone numbers to hand and consider creating a What's App panellist group in case of technical glitches, to share questions from the Q&A, etc.
- Ensure the speakers and moderator understand the features available and how to use them. Show them how to mute themselves if they suddenly start coughing or they are interrupted by unanticipated background noise.
- At least a couple of weeks before your event, have a proper rehearsal and record it. Keep the individual recordings and use them as back-ups in case you lose contact with a speaker on the day. The moderator should be briefed to apologise and to explain that you will show the recording instead.
- The rehearsal should include time checks and practising cues and transitions between slides to avoid any awkward silences.

## PREPARE A DETAILED, MINUTE-BY-MINUTE RUNNING ORDER OF WHAT WILL HAPPEN AND WHEN.

- This should include an outline script for the moderator, any key points that should be mentioned, and detailed instructions for the playback of videos, advancing slides and highlighting different speakers.

## PLAN SOME SPONTANEITY

- While it may seem counterintuitive to plan spontaneity, the idea is that it seems spontaneous to the audience.
- For example, come up with a handful of polls you could pull out at any time during the event.
- If at any point, the moderator feels things are getting a bit dry or that people might be losing attention, break out a poll and pull the audience back.
- A few of the polls can be just for fun, just to break up the content and add more spontaneity to the session.
- Adding videos into your webinar can be a great way to not only cover information, but it will also add some variance to the presentation.
- Whether it is through guests speakers, breakout sessions, polls, or video clips - these tools keep your audience engaged and anticipating that something new is just around the corner.

# HOLDING YOUR EVENT

## THE MODERATOR

The role of the moderator should not be underestimated and appointing a good one can make a significant difference to the success of your event. They are not only a mediator; they also manage the flow, content and ultimately guide the outcome of the event.

The tasks they perform include

- **Launching the event**, briefly framing the discussion, and introducing each panellist and their role. If there is no pre-determined order, consider starting with the liveliest panellist and then moving to the others for comment/response to spark debate from the beginning.
- **Listening carefully** to their comments and encouraging interaction between them, rather than necessarily sticking to the script.
- **Ensuring roughly equal air time** for all and not hesitating to interrupt if one panellist is taking too much time.
- **Speeding up the pace** to ensure that audience remains engaged and if necessary, introducing unexpected elements of surprise – such as an unannounced speaker or commentator.
- **Acting as compere** for the polls and Q&As and deciding the most appropriate time to introduce them.
- **Keeping an eye on the chat and / or Q&A** which participants will use with your instruction to ask questions or to make comments.
- Monitoring **event speakers' time**, as online events need to be even stricter on timing compared to live events. Participants will leave the discussion if it goes over time.
- **Summing up** succinctly, and thanking the panellists and the audience.

## THE SPEAKERS

- Speakers need to know their subject and to have spent sufficient time rehearsing that they do not have to read from a script or their slides.
- To really connect with the audience, speakers should smile when they are telling their story and keep their voice animated — no one wants to listen to a monotone voice for an entire presentation.
- Make sure the speakers strictly adhere to their time allowed. Participants will quickly disconnect if your event goes on longer than intended.

## TECHNICAL SUPPORT

- Make sure you have sufficient technical support to keep the event flowing smoothly. Their role is invisible but is crucial, particularly if anything starts to go wrong.
- If one person has to deal with an issue, there should be others available to continue the show.
- Your technical support team needs to be able to switch quickly and seamlessly between the speakers and ensure that the moderator has the necessary technology to be able to respond to questions from the audience.

DANKE!  
THANK YOU!  
MERCI!  
GRAZIE!  
GRACIAS!  
DANK JE WEL!

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## AFTER THE EVENT

- Timely follow-up is essential — thank your audience for participating and share the presentation and any other related content within 48 hours of your event
- If the event is recorded, post the recording on your website.
- Post short videos on social media that link back to the recording on the website with further information about the event.
- Decide how to use other material you have from the event:
- Keep some twitter cards of statements that support your case and retweet when needed (with a link to the video discussion).
- Send thank you emails to speakers and encourage them to share some of the social media statements on their own social media channels.
- Hold a follow-up virtual meeting to discuss the outcomes of the event.
- Think about repurposing your presentation. From the recording of your presentation, make a transcript that can accompany the slides on your website. Electronic transcript software is improving all the time, but check it for accuracy before you publish it. Similarly, transcription services have become more affordable.

# EVENT CHECKLIST

These timings are a guideline only

## Approximately six to eight weeks before your event

- ☐ Start planning
- ☐ Decide on title and content
- ☐ Pick a date for the event **and** a rehearsal date
- ☐ Select speakers and moderator and check their availability
- ☐ Set your goals and metrics for your event

## Five weeks before the event

- ☐ Work with your speakers to create an outline of the webinar
- ☐ Create the first draft of the webinar slide deck
- ☐ Share a “save the date” flyer via social media, website, newsletters and other appropriate channels

## Four weeks before your event

- ☐ Select a webinar platform to use
- ☐ Decide whether you want to link directly to a webinar platform from the registration page, or whether you will email them with sign-in details before the webinar
- ☐ Create a registration landing page on your website

Make sure to include:

- Title of the webinar
- Description of the topic and benefits
- Date/time with time zone converter
- Sign-in information and contact information
- Speaker bios, headshots, and description of their topic
- Hashtag and social links
- ☐ Prepare opening, closing and placeholder slides
- ☐ Prepare your mailing list

## Three weeks before your event

- ☐ Promote the webinar
  - Send out HTML invitations
  - Posts on social media
  - Blog post
  - Website pop-up or banner
  - Online advertising
  - Press release

**Two Weeks before your event**

- ☐ Upload slide deck to the webinar platform
- ☐ Do a dry run of the webinar with your hosts and speakers
  - Test audio, visuals, videos, and slides
  - Make sure you have a back-up computer in case one fails
  - Have a separate computer for the moderator so they can see polls, chat panes and dashboard
- ☐ Make any final changes to the setup or slide deck.
- ☐ Set up 4-5 Tweets that you can post during the webinar with slides or quotes.

**Three days before your event**

- ☐ Send out a reminder email to all attendees. Include:
  - Sign-in information or link
  - Date and time with time zone converter
  - The benefits of attending
  - The webinar hashtag
  - Details of what they will receive after the event (e.g. video links, links to presentations)
- ☐ Send a reminder to speakers and moderators asking them to ensure:
  - They have a flawless internet connection - or a back-up plan to tether to the 4G service on their mobile phone
  - Have a minimal background and good lighting
  - They can be somewhere quiet and will not be disturbed.

**Day of your webinar**

Two hours before the event:

- ☐ Promote on all your social media platforms
- ☐ Send out a reminder email to participants including all the information

30 minutes before the event:

- ☐ Have both the moderator and your speakers call in and open the webinar in practice mode
- ☐ Confirm everyone is using the right equipment
- ☐ Make sure they disable email alerts and other pop-up notifications
- ☐ Make sure their mobile phones are muted
- ☐ Give the presenter controls to whoever will advance the slides

10 minutes before the event:

- ☐ Repost on social media

**During the webinar**

- ☐ Make sure to record the webinar for later downloading
- ☐ You or the host: give an introduction to the webinar and introduce the moderator
- ☐ Remind the attendees of the hashtag
- ☐ Explain how the Q+A will work (chat, Twitter, Slido etc.)
- ☐ Tweet quotes and slides
- ☐ Gather questions
- ☐ Use the hashtag you created and answer questions from Twitter, as well as in the webinar platform.
- ☐ Conclude the webinar
- ☐ Thank the audience
- ☐ Remind them how and when they can access the recording and presentations
- ☐ Share your contact info

**Within days after the webinar**

- ☐ Edit your webinar landing page copy, or close the landing page down
- ☐ Create a blog post or landing page about the webinar. Include:
  - Video of the event (you can upload to YouTube and provide a link)
  - Slide presentations
  - Transcription or webinar report
  - Helpful links (books, referenced material)
  - Contact details
- ☐ Send follow up email to attendees with a link to the blog/landing page
- ☐ Send a follow-up email to registrants who did not attend with a link to the blog/landing page

## USEFUL LINKS

These links are provided for information only and are not necessarily recommendations. You should carefully evaluate the services before purchasing.

### Online webinar and conference software and services

**Adobe Connect:** [www.adobe.com/be\\_en/products/adobeconnect/webinars.html](http://www.adobe.com/be_en/products/adobeconnect/webinars.html)

**ClickMeeting:** [clickmeeting.com](http://clickmeeting.com)

**GoToWebinar:** [www.gotomeeting.com/en-gb/webinar](http://www.gotomeeting.com/en-gb/webinar)

**Join.me:** [www.join.me](http://www.join.me)

**Livestorm:** [www.livestorm.co](http://www.livestorm.co)

**ReadyTalk:** [www.readytalk.com](http://www.readytalk.com)

**Webex:** [www.webex.com](http://www.webex.com)

**WebinarJam:** [home.webinarjam.com](http://home.webinarjam.com)

**Zoom:** [www.zoom.us/webinar](http://www.zoom.us/webinar)

We suggest you also check whether there are webinar platforms in your country which may be more suitable

### Online questions and Polls

**How to 'wow' with Word Cloud Polling:** [www.youtube.com/watch?v=V-78a6CjqH8](http://www.youtube.com/watch?v=V-78a6CjqH8)

**Slido:** [www.sli.do/product](http://www.sli.do/product)

**Mentimeter:** [www.mentimeter.com/features/live-polling](http://www.mentimeter.com/features/live-polling)

### Surveys:

**Survey Monkey:** [www.surveymonkey.com](http://www.surveymonkey.com)

**Qualtrics:** [www.qualtrics.com](http://www.qualtrics.com)

**Zonka Feedback:** [www.zonkafeedback.com](http://www.zonkafeedback.com)

**SoGo Surveys:** [www.sogosurvey.com](http://www.sogosurvey.com)

### Video publishing platforms

**YouTube:** [www.YouTube.com](http://www.YouTube.com)

**Vimeo:** [www.vimeo.com](http://www.vimeo.com)

### Slide templates and World Obesity Day Europe tools and materials

**World Obesity Day Europe:** [www.woday.eu](http://www.woday.eu)

**EASO:** [www.easo.org](http://www.easo.org)

**ECPO:** [www.eurobesity.org](http://www.eurobesity.org)