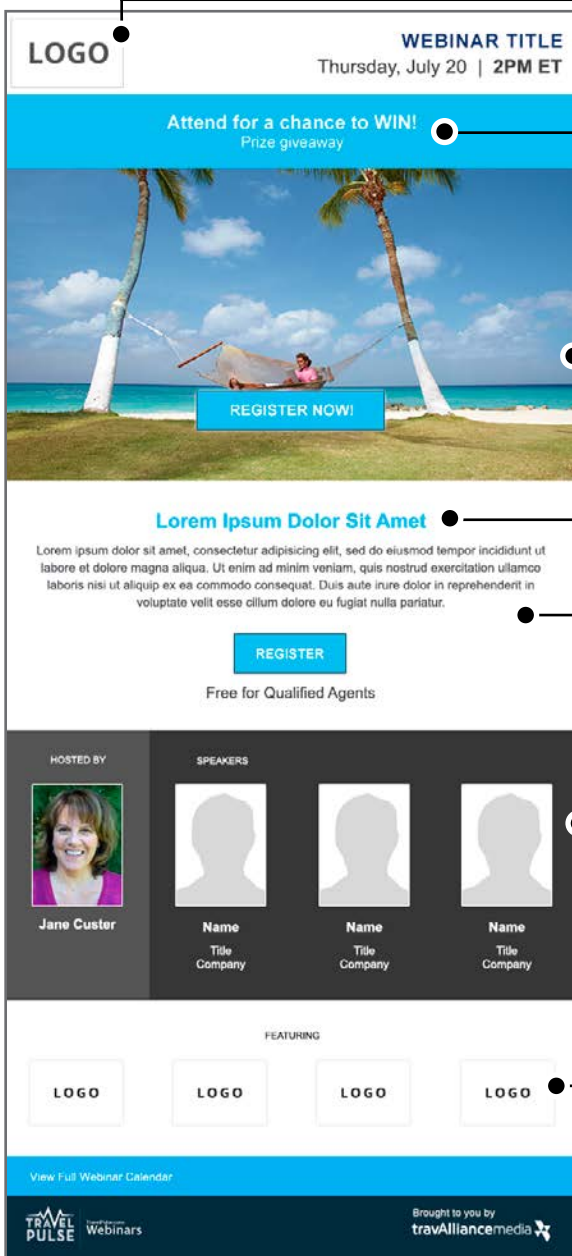




DUE 3 WEEKS BEFORE WEBINAR



MAIN LOGO **REQUIRED**

Accepted format: .jpg, .eps, .tiff, .psd, .ai

PRIZE GIVEAWAYS **REQUIRED**

- Terms & Conditions
- Total Estimated Cash Value of prize

It will be your company's responsibility to select and contact the prize winner(s) after receiving the database of registrants post-webinar.

BRANDING IMAGE **REQUIRED**

At least 600 x 350 pixels in dimension

WEBINAR TOPIC **REQUIRED**

Up to 90 characters; must demonstrate to your audience why they should care about the information you are sharing. What's in it for them? What are the benefits to them as a travel agent?

EMAIL COPY **REQUIRED**

What you will learn: 3 - 6 key points to communicate

SPEAKER INFORMATION **REQUIRED**

- Up to 3 speakers max
- Speaker name, title, company
- Speaker headshot*

*If headshot is not provided, only name, title and company will be shown

ADDITIONAL LOGOS

- Up to 3 additional/partner logos
- Accepted format: .jpg, .eps, .tiff, .psd, .ai



Additional materials and changes to the marketing email will not be accepted after the deadline



DUE 1 WEEK BEFORE WEBINAR

POWERPOINT PRESENTATION

REQUIRED

- 15-30 powerpoint slides recommended; not to exceed 30
- 45 minutes maximum of speaking time
- No animations, transitions, embedded video & audio
- Accepted format: .PPT or .PPTX
- 4:3 ratio preferred

SPEAKER BIO

- Up to 200 words

RESOURCES

- Up to 2 PDF brochures, flyers, or links
- 25 MB limit per file

VIDEO

- 1 video
- 3 minute limit
- Accepted formats: .M4V, .MP4, .MOV at H264 compression or higher

POLL QUESTIONS (to be asked during live webinar)

- Up to 6 answer options per question



Additional materials and changes to the presentation will not be accepted on the day of the webinar

A webinar requires an audience.

A successful webinar requires an engaged audience.

Learn how you can make your next webinar a success through providing value to the audience and offering actionable takeaways. Webinars are a cost-effective alternative to in-person training and allow companies to expand their reach and deliver a compelling, fully branded experience. In order for webinars to be successful, they need to be engaging, provide value to the audience and offer actionable-takeaways.

3 BEST PRACTICES FOR CONDUCTING A SUCCESSFUL WEBINAR

1. Keep the event exciting and relevant—deliver what you promised.

Engage your audience the moment they join the event with an opening slide containing a relevant and interesting fact or a gorgeous photo to entice them to stay.

After welcoming people to the webinar, explain how the technology works—specifically how and when to ask a question or that they'll be asked to participate in a poll.

Outline what you'll be discussing during the event and in what order. Make sure people know they will leave with actionable advice and recommendations.

2. Make sure the event is interactive.

Use engaging slides to illustrate your points, not as a visual crutch and don't simply read content from the deck.

Use polling to gauge your audience and their familiarity with your product, property or destination. But don't start off asking demographic information. Make sure you have given value to your listeners before you demand value from them. Each time you ask for information, tell them how answering your question benefits them by letting you customize your presentation to make sure you're addressing the things they want to hear about.

Consider allowing participants to ask questions during the event itself, rather than a specific time period at the end. This will likely lead to off-the-cuff discussion that will feel real and relevant.

3. Leave your audience wanting more contact.

Wrap up your presentation with best practices or actionable advice. Leave your audience knowing what to do next. Provide contact information for all the speakers, as well as key contacts within your organization. 24-48 hours after, provide attendees with any materials you offered, such as whitepapers or a copy of the presentation.

PRESENTATION TIPS

Energy

Find ways to keep your energy level up while presenting. Finish sentences strong and watch out for dropping your energy after a certain amount of time.

Enthusiasm

Demonstrate to your audience that they should care about the information you are sharing. What's in it for them? What are the benefits to them as a travel agent? Get them excited for all your product, property or destination has to offer.

Scripting

Script your opening and closing paragraphs. This helps you move smoothly into your subject with a confident, comfortable introduction and helps you finish strongly with a well-planned summary and call to action for the audience. However, the rest of your presentation should be conversational. Use bullet point notes to help you remember key talking points but know enough to feel comfortable in talking to the audience rather than reading to them.

Slide Design

Avoid using text slides as a presentation script you read to the audience. Break up key points into individual slides and find graphics that help to emphasize and complement your vocal presentation. Use a lot of graphic slides to fully immerse your audience in all you have to offer. Tell your story.

SUMMARY

Creating a successful and effective webinar takes planning and commitment to deliver one that is highly dynamic and interactive. You need to consider the audience's perspective while building your presentation. Rehearsals are critical in achieving confidence in the presentation. And during the presentation you need to connect with and stimulate your attendees through vocal delivery and dynamic content. This will enable you to showcase your product, property or destination in its best light and allow agents to leave more knowledgeable about you which will ultimately allow them to better sell you to their clients.