

GoToWebinar

10 Webinar Tips & Tricks

Host webinars like a pro —
the first time, and every time!

illustrated
Bonus Tip
included



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GoToWebinar

1

Let attendees test their connection.

Attendees don't need a software license to attend your webinars, but it's always a good idea for them to test their connection before joining. Just provide this link and they can test to their heart's content:

<http://s.gotomeeting.com/testconnection>.

2

Convert your recordings.

www.gotowebinar.com

On a PC: Before recording your first webinar, visit **Preferences>Recordings** and choose **Convert to Windows Media Player file**. You can also choose where to save the recordings on your computer.

On a Mac: After recording a webinar, visit **Preferences>Recordings** and select **Convert Recordings Now...**

After saving and converting your recordings, you can upload them to your GoToWebinar account under **My Webinars>My Recordings** and share the recordings with others.

3

Enter the Audio PIN when dialing in.

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What's an Audio PIN? It's the two-digit number located on the Control Panel under the Access Code, and it's unique to each phone caller.

What does it do? After a caller enters it, you get control to mute or unmute them. It also identifies who's talking so you don't have to guess who's speaking or causing background noise.

How do you know if it's been entered?

A green telephone icon next to an attendee name means their PIN is entered. A grey telephone icon means it's not.

4

Mute and unmute to keep the peace.

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GoToWebinar attendees are muted by default. **Want to unmute an attendee?** Left-click the microphone or phone icon next to the attendee's name.

5

Offer toll-free numbers.

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We recommend adding a toll-free option to your webinars with OpenVoice Integrated. Why? So any attendee, anywhere in the world, can listen in the way they want to.

- Toll-free audio, along with the built-in VoIP option, gives your attendees more flexibility.
- OpenVoice Integrated seamlessly adds toll-free alternatives to your events for a professional, reliable audio experience.

6

Know your role.

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Organizer: Webinar moderator. Can mute, record, view attendee questions, etc.

Panelist: Guest speaker. Cannot see the attendee list, moderate a webinar or see typed questions by default. Organizers can assign questions to a panelist.

Presenter: The person sharing their screen. Any organizer or panelist can be a presenter, but there can only be one presenter at a time.

Note: Promote attendees by right-clicking their name on the attendee list.

7

Know when to set up a series or a sequence.

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Choose to schedule a **series** if you want to offer the same webinar at different times.

Choose to schedule a **sequence** if you want to offer a set of webinars to the same group of people with a single registration.

8

Turn on your webcam.

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There's an easy way to make your webinars exponentially more interesting: more of you.

You can **stream up to six organizer or panelist webcams** during a webinar.

It only takes a click to share your webcam, but taking a little time to test lighting, adjust your camera's zoom settings, clean up your background and practice looking into the camera will make you look like a pro.

9

Incorporate polling and hand-raising.

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Here's why: Polling and hand-raising often **encourages participation and keeps people interested**. And when it doesn't, it shows you where to improve your presentation.

Here's how: It's always good to use polling with multiple choice questions. And hand-raising works great with yes/no questions.

10

Know when to use a poll or survey.

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Polls can be administered at any time during a webinar. After you collect responses, you can share the results on screen.

Surveys can only be distributed at the end of a webinar or in a follow-up email.

Note: You can view poll results during a webinar using the control panel or afterwards using the **attendee report**. You can view survey results in the **survey report** after a survey has been distributed.



bonus tip

Clean up your desktop.

When you're presenting, add your screen's desktop to the list of potential distractions. Instant messages, desktop notifications and work-inappropriate desktop images create diversions — potentially embarrassing diversions.

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