

# Checklist: 10 tips for an engaging webinar

Webinars have (rapidly) become an important marketing channel, but quantity does not always equate to quality. The key to success lies in engaging your audience. However, this is also the greatest challenge! Follow our checklist and you'll soon master the art of capturing and holding on to your audience's attention.

## 1. Start with the right content for the right audience

The fact there is no maximum room capacity to respect when holding a webinar does not mean that everybody should be invited! If you want guests to be interested in what is being said, you need to make sure that the audience matches the content, and vice versa. Ultimately, this will also give you a better conversion on your leads later on. Need a hand in getting off to a great start? Check out [our blog](#).

## 2. Warm up the audience

For some types of webinars it might make sense to prepare your guests and break the ice with a 'pre-party' at the very beginning, or just before the webinar. This will give attendees the chance to meet other guests and voice any expectations. In doing so, you'll help them relax and become familiar with the tools. Get things moving with some easy questions, such as: Where are you from? What do you hope to get out of the webinar? In this way, you'll warm things up and make everyone feel involved in the session. As a result, they'll be more likely to pay attention and participate later.

## 3. Get customers and sales together for relevant and rewarding live-chat sessions

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**4. KISS (keep it short and simple)**

However interesting the topic may be, the risk of losing attention will increase after one hour. The attention span of healthy teenagers and adults is shown to range between 10 and 20 minutes. Of course, this doesn't mean that you should limit your webinar to just 20 minutes (see next tip), but add plenty of variety and consider inserting short coffee breaks.

**5. Serve your content in bite-sized pieces**

Having beautifully matched your content with your audience (see tip 1) serve it up in accessible bite-sized chunks to make it manageable despite the short attention span. It's tiring to sit in front of a computer, so consider different speakers to tackle different topics and keep the audience interested and alert.

**6. Add variety**

Variety is the spice of life, and there's much more to life than a PowerPoint presentation alone! So do mix your slides with video. And do tell a story. Avoid reading things from a page and don't be afraid of a little humour. It can also help to involve a number of speakers. The change of scene can do wonders. Did you know: InviteDesk Present&Engage offers easy to use tools to switch content and speakers in the blink of an eye.

**7. Smile for the camera!**

Turn on your webcam! Or even better? Rent a studio. An attractive PowerPoint is one thing, but a personal presentation, complete with body language, is much stronger than slides.

**8. Involve the audience**

Participation and interaction keeps people involved. Also, people love to give their opinion, so give them a chance to do so with a poll. This will not only provide immediate feedback, which can be shared with your guests in a visual, bringing the content bang up to date. It also allows you to respond to input directly and use feedback to make any alterations for next time.

**9. Ready for a Q&A**

Be sure to organise a Q&A during the webinar. We recommend appointing one specific colleague to keep track. Also, be sure to give an opportunity at the end of the session. It is important to approach these questions properly and not to leave any in the air. Remember to allow sufficient time, to give people the feeling that their voice has been 'heard'.

**10. Gather relevant data and keep learning for next time**

Attendance data and a survey are rich sources of information. Why did people drop out? Which topic was being covered at the time? Or did it just take too long? Organise your event data clearly, and conduct a survey to find out more. These results can be used to do even better next time.

[Find out more about how integrated surveys can improve event ROI in our blog](#)

Keen to know more about how to succeed in your next event?

Check out our website [invitedesk.com](https://invitedesk.com) or read our blog for further tips and tricks.