

# saO platform The Benefits of Using Webinars



## Communication Required Here!

We all need communication at different times for different reasons.

**Change Management** - What is happening, how will it affect me, how can I help?

**New Product Launch** - How are we going to sell it? Who do we want to buy it?

**Dealers** - Can we sell you about our products and help you to sell them?

**Customers** - Why you should choose us, product information, feedback?

**Training** - Create an online training bank, let people decide what they need.

The Benefits of Using Webinars for Communications, Presentations and Training.



Click here to view this webinar if you are viewing this document on a computer.

## How Can You Compete?

**Quality** - do not compromise on the quality of what you deliver and strive to deliver the best video, audio, slides and interactive experience that you can.

**Relevant** - ensure that you do not stray away from the point of your communication - stay relevant.

**Interesting** - always try to humanise your communication and keep it interesting. This will help you to engage with and maintain your audience.

**Focused** - stay focused on the points that you wish to emphasise

## Deliver Everything That You Would Expect to in a Conventional Seminar in a Room

**See and Hear the Presenter** - you would think it a bit strange if a presenter simply showed you some slides and talked over them whilst sitting in another room! Ensure that your audience can see the Presenter clearly and hear them with good audio.

**Accompanying Slides** - most Presenters in a room would use some slides so why would you not expect to see some to back up and emphasise the points being covered?

**Questions from the Audience** - Interaction is normal human behaviour so you would expect to be able to ask the Presenter questions - whether the webinar is live or recorded.

**Ask the Audience** - Presenters would expect to be able to ask the Audience questions to find out their views, get some feedback or for testing purposes.

**Handouts** - most seminars include some kind of handout and you would expect to be able to give some kind of handout with the presentations.

## The Benefits of Good Webinars

**Bigger Audience** - Reach out to a larger audience than ever possible in person.

**Lower Cost** - Deliver a communication, training or information at a lower cost than ever before

**Re-use** - Be able to re-use material time and time again.

**Virtually zero carbon emission** - virtually zero carbon footprint when compared to a conventional seminar.

**Convenience** - substantially more convenient for your users who can choose when and where they receive your communication.

**Control** - give your audience the ability to control Playback with the ability to Pause, Rewind, Review, and Refresh their memory at any time and place.