

Boosting Webinar Attendance

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Are you doing the most to maximize the attendance rate to your webinar? The industry average for webinar attendance is 33% of your registration numbers. Here's how you can do better.

Target the right prospects

- Invest time and research to build the best list. Don't rely on your website visitors to find your webinar.
- Partner with other businesses and organizations to promote your webinar.
- Include a relevant and meaningful offer to encourage prospects to register for your event and complete an exit survey. The best offers have a direct link to your subject and/or product. Be careful: generic offers such as Amazon.com certificates may boost attendance of unqualified prospects. =

Use multiple touches to maximize response rates

- Inform your Sales organization so they can promote the event to their prospects and customers.
- Two weeks prior to event send out email invitations, including:
 - * The event date, time and a registration link "above the fold"
 - * Snappy subject line and clear value proposition
 - * Computer and phone requirements
 - * Incentives to boost registration
 - * Your provider's technical support number
- One week prior to event send an e-mail broadcast reminder.
- One day prior to the event send a voicemail broadcast reminder. With Intercall's voicemail broadcasts, clients have boosted their attendance rate from 33% to 50%.

Thirty to 120 minutes prior to event send yet another email broadcast reminder. Be sure to include the registration URL for those people who haven't yet registered.

For more information, please contact [Wendy Ackerman](mailto:Wendy.Ackerman@intercall.com) at (650) 846-7783 or wackerman@intercall.com. Wendy is a meeting coach with Intercall, a service provider specializing in effective conference communications. Her expertise includes conducting effective prospect webinars and a variety of sales conferences of all sizes.