Webinar Program Services

Event Communications & Management

Webinar Overview

Considerations:

- You have the content
- You know the audience
- You need a venue
- Your time is valuable

Benefits:

- We have the technical tools and experience
- Distance learning has become a preferred option for busy lives
- Online events can reach a larger audience
- Easier follow-up for future events

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Program Design

Our programs are designed to send invitations and reminders to target participants. The process is integrated with webinar platforms for easy registration, login, and follow-up communications. On-demand playback option for attending or missed participants.

Your Content, Live

You and your subject matter experts can present and engage with an audience, without the hassle of travel and time out of the office. You presentation can be recorded and made available for review or for those that missed the live event.

Cost Benefit

Whether you charge for your program or not, there is always a benefit to your organization. Through better educated teams, customers or clients, you are able to improve skills and the reputation of your organization and you.

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How it Works

There are primarily two workstreams…

EVENT COMMUNICATIONS

› **Recruiting & Invitations:** even if you already have a list to invite, follow-up and reminders to register drive revenue

› **Confirmation & Reminders:** those who register will get an immediate confirmation. On the day of the event they get a convenient reminder.

› **Follow-up & Feedback:** many programs offer a lot of information to be consumed. Follow-ups can provide downloads, surveys, or on-demand playback for effective retention of the subject matter.

EVENT PRODUCTION

› We have the webinar platform for your program. We will work with each speaker to set-up the presentation and provide technical support throughout the event, for professional results

› We can record your program for on-demand playback for attendees or later access by those that missed your live event
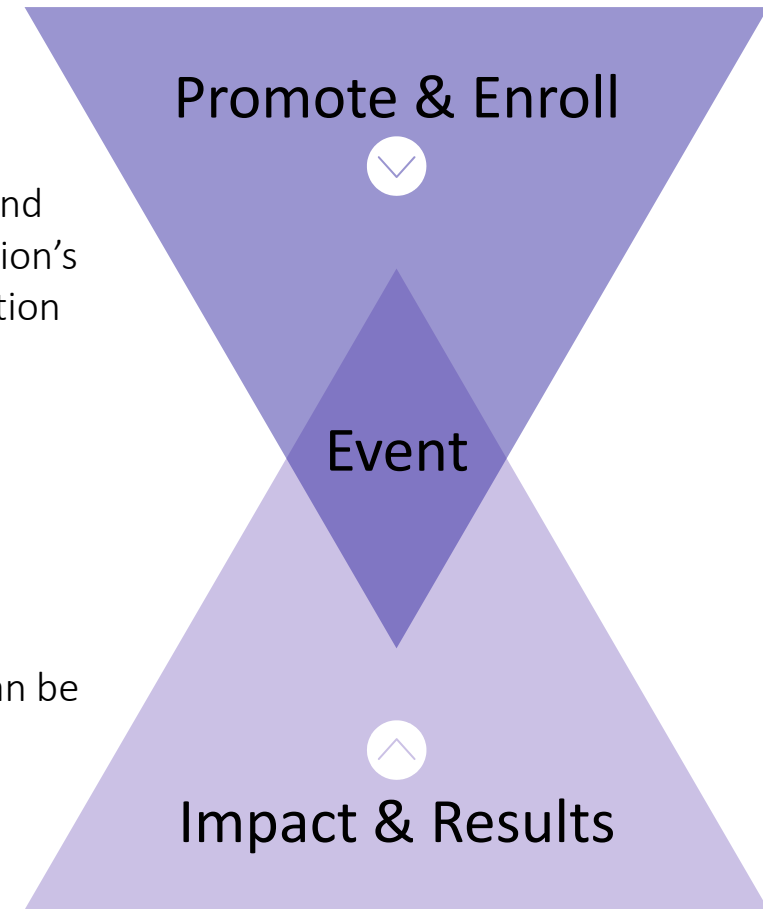
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Working Together

It is your event from start to finish…
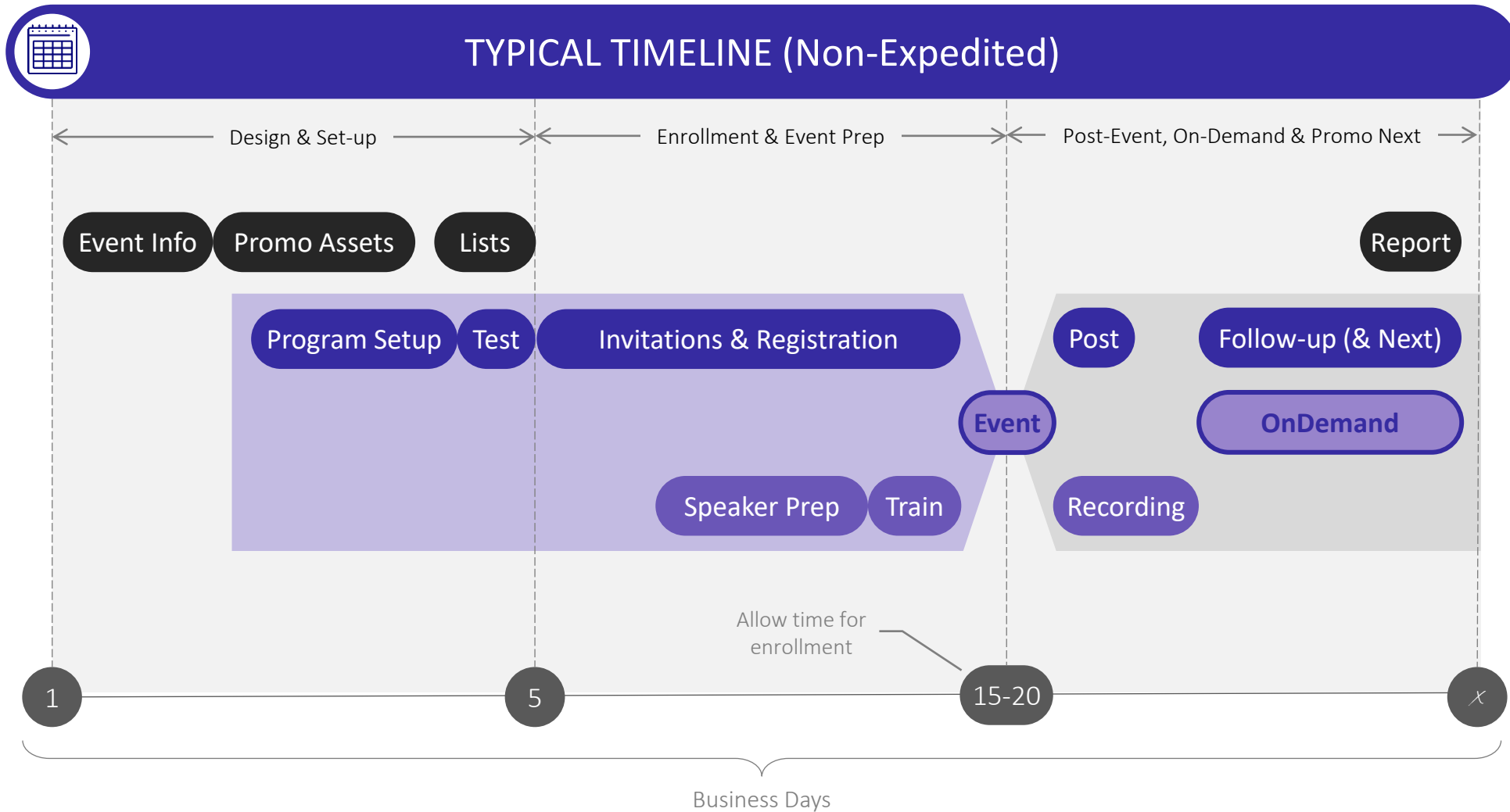
VALUE AS YOU DEFINE IT

All of the email communications, registration, and on-demand web pages will carry your organization's branding and character for consistent presentation and name recognition.

We will track the responses and engagement throughout the program to provide you with understanding about the level of engagement during and after the event. Optional surveys can be used to assess the audience experience.
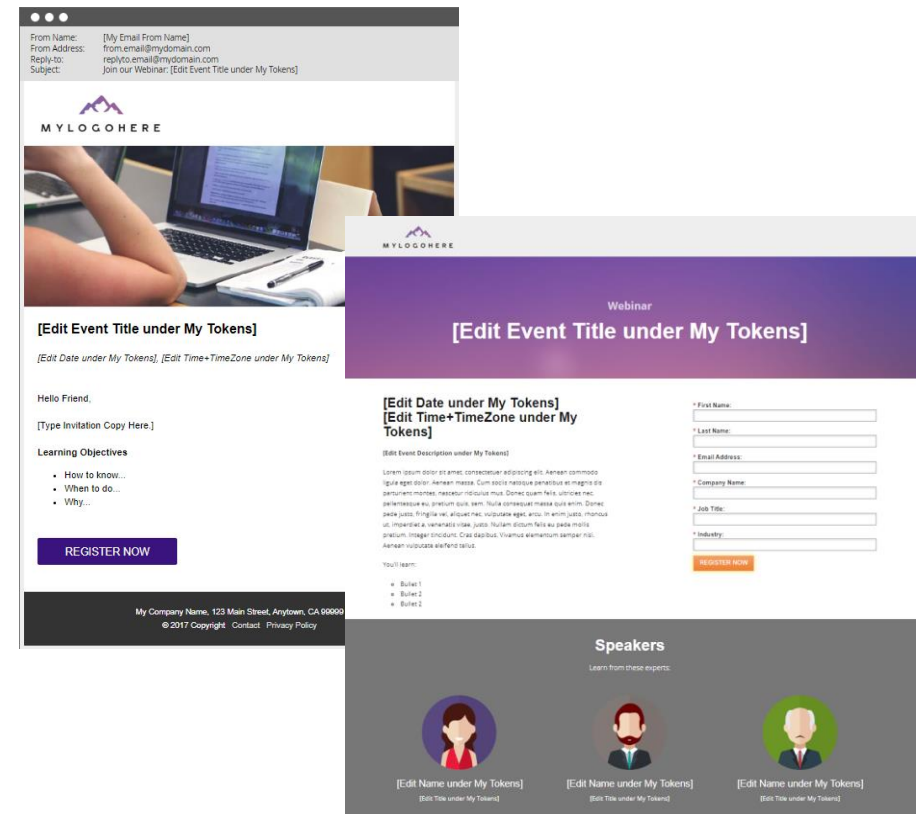
Promote & Enroll

Event

Impact & Results

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Timing

We have streamlined our process to be responsive to your needs…

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TYPICAL TIMELINE (Non-Expedited)

Design & Set-up | Enrollment & Event Prep | Post-Event, On-Demand & Promo Next

Event Info | Promo Assets | Lists | Report

Program Setup | Test | Invitations & Registration | Post | Follow-up (& Next)

Event | OnDemand

Speaker Prep | Train | Recording

Allow time for enrollment

1 | 5 | 15-20 | x

Business Days

How to get started...

- You define the Webinar
  - Webinar Title
  - Presenter (Photo & Bio)
  - Date & Time
  - Target Audience (Invite List)
    - Info to Collect (Name, Title, etc.)
    - Payment (Optional)
  - Record for On-Demand (Y/N)
  - Your Organization Info
    - Logo, About Info, colors, etc.

- We produce the program assets
  - Emails & Landing Pages

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Contact us to get started…

Call 317.983.1993 or Email info@techserv.io

Chicago Office
4513 Lincoln Avenue, Suite 110
Lisle, IL 60532

Indianapolis Office
212 W 10th St, Suite C400
Indianapolis, IN 46202