

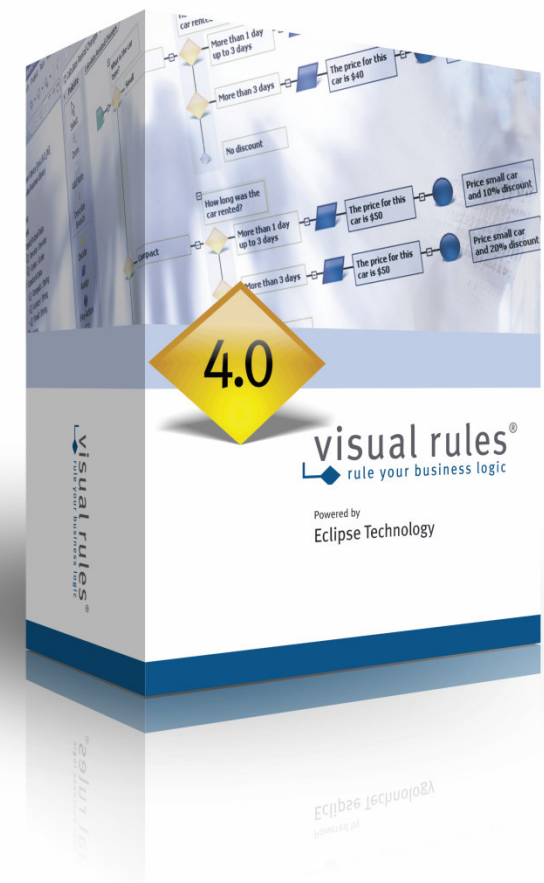
Tips for Doing Successful Webinars

Stefanie Peitzker, Product Marketing Manager

Organizing and Producing a Webinar

Starting Point

- Niche product
- Moderately known company
- No infrastructure for doing a webinar on a professional grand scale



Organizing and Producing a Webinar

Content and Organizational Line-up

- Drafting Title – Abstract – Target audience – Length
- Motivating the speakers
- Motivating external promoters
- Committing in-time to dates
- Writing an organizational storyboard
- Briefing on contents
- Dry-run
- And: Looking for a fall-back



Business Rules Management

visual rules[®]
rule your business logic



Webinar Infrastructure

What we needed

- Full registration process (Multi-lingual)
 - The devil is in the details: spam check, reminder, languages /time zones
- Live demo of software (bandwidth)
- Recording of audio (via Phone) and screen
- Plus tools for cutting
- Much more: handing over presentation rights, muting participants, 50+ participants, ...

Evaluate carefully based on your requirements.

Promoting a Webinar

- Advertizing
- Campaigns
- Eclipse Community
- Promotors



**Visual Rules 4.0
Launch 2008 –
get ready for business**

Webcast April 15, 2008 Be the first to see

Visual Rules 4.0 Launch 2008 – get ready for business.
Kostenloser Webcast am 15. April 2008 – moderiert von Sebastian Meyen.



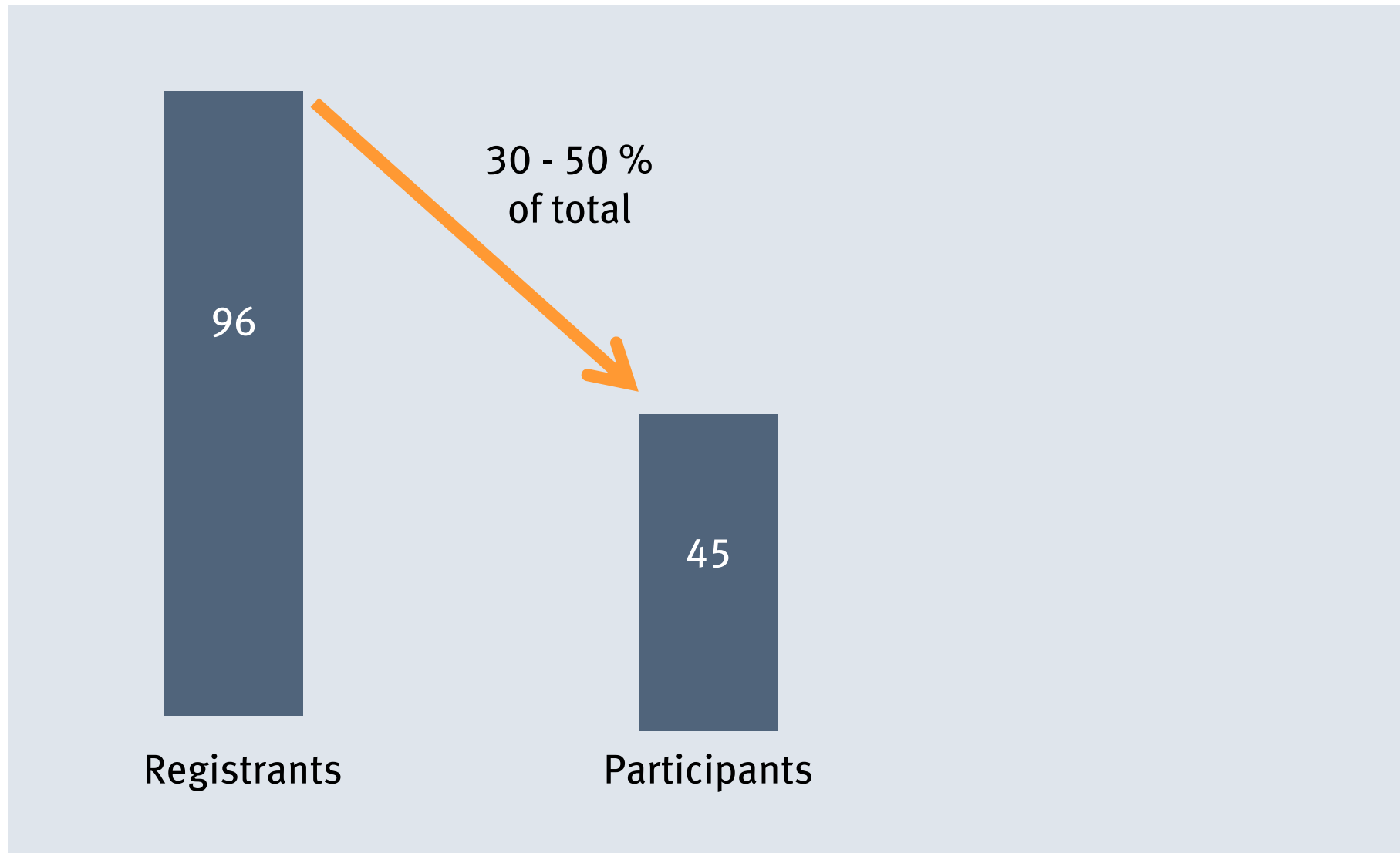
Business Rules Management System

Registrieren: www.visual-rules.de

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visual rules[®]
rule your business logic

The Results

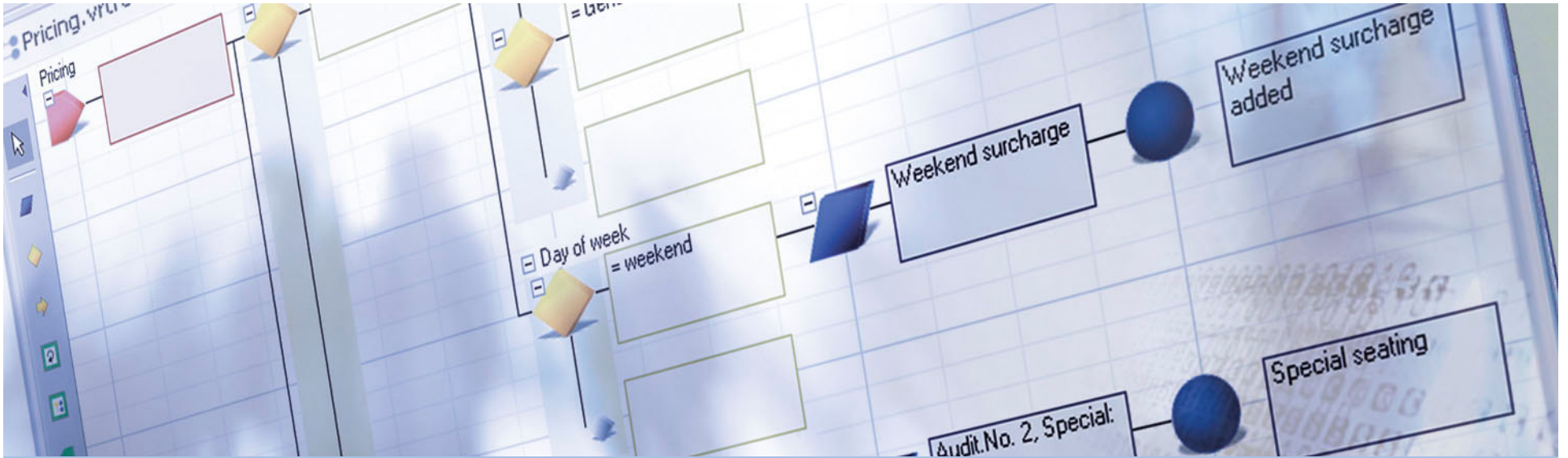


Successful Webinars

Lessons Learned

- Recording for post-webinar promotion
- Live demos and animations
- Check with your internet provider
- Dry run including hand-overs
- VOIP or not?
- Fall-back for speakers and moderators
- A camera makes it face-to-face

Questions?



Any Questions ?

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