

ON24

Zoe Cackowski

About me

- Appalachian State University
- Rising Senior
- Digital Marketing Major



Agenda

1. About me
2. Project Background
3. Identifying the Problem
4. Project Scope
5. Internal Partners
6. Roadblocks
7. Demo
8. Project Impact
9. Personal Reflection
10. Q&A



Have you attended a webinar?



Background



On24 is a Sales and Marketing webinar platform



Connects many different sides of Marketing



"It's a Ferrari but we are driving it like a Honda"



Redesign to make it appear better and operate efficiently

Feedback

- Login issues
- More layout and template options
- How can the audience be more engaged
- More guidance on how to use the platform
- How to view the analytics



New changes



New designs and templates
for people to use and be
creative with the webinars



Organized current webinars
in the platform and on the
website



Created guides to help
people create webinars
smoothly

Project Scope

Accomplished:

- New templates and thumbnails
- New resources
- Organized On24 tags and moved current webinars
- More logins for people to use

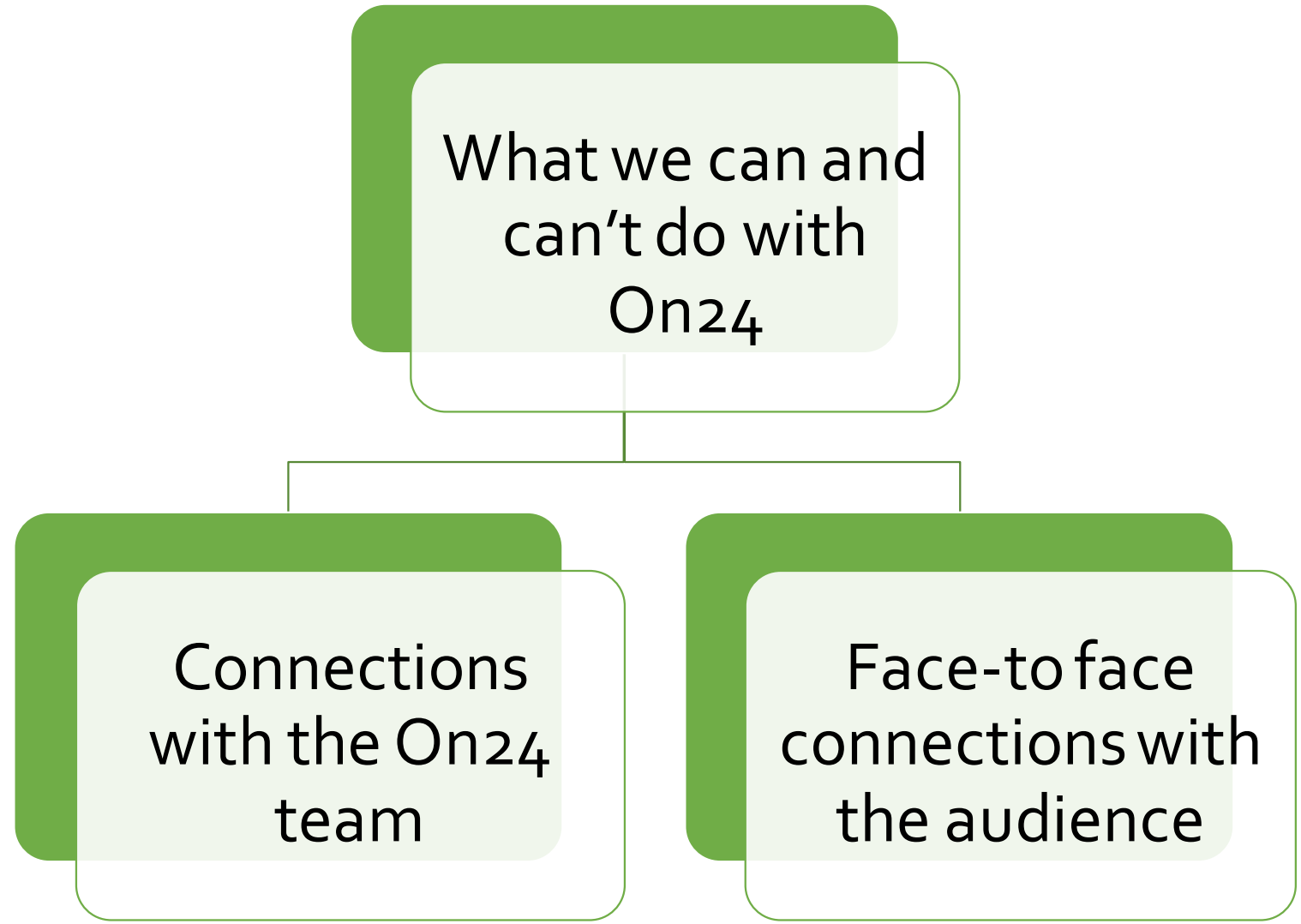
Work in Progress:

- Create a face-to-face experience

Internal Partners

Thomas Ransom
Erin Naismith
Taylor Sighting
Jeff Beck

Roadblocks



Registration Page Before and After

EVENT
Thank you for registering for our event.

MAIN AVIDXCHANGE TEMPLATE - CLONE ME
Friday, May 08, 2025 02:00 PM Eastern Daylight Time 1 hour

[Already Registered?](#)

First Name*
Last Name*
Email*
Company*

REGISTER

POWERED BY
CN24

Event
Thank you for registering for our event.

NEW-TECHNOLOGY TEMPLATE
Saturday, May 08, 2027 09:00 AM Pacific Daylight Time 1 hour

[Already Registered?](#)


First Name*
Last Name*
Email*
Company*



REGISTER

POWERED BY
CN24

EVENT
Thank you for registering for our event.

MAIN AVIDXCHANGE TEMPLATE - CLONE ME
Friday, May 08, 2025 02:00 PM Eastern Daylight Time 1 hour


 **You are successfully registered for this webcast.**
Audience members may arrive 15 minutes before the scheduled start time.



 [Outlook/Cal](#)  [Google Calendar](#)

POWERED BY
CN24

Event
Thank you for registering for our event.

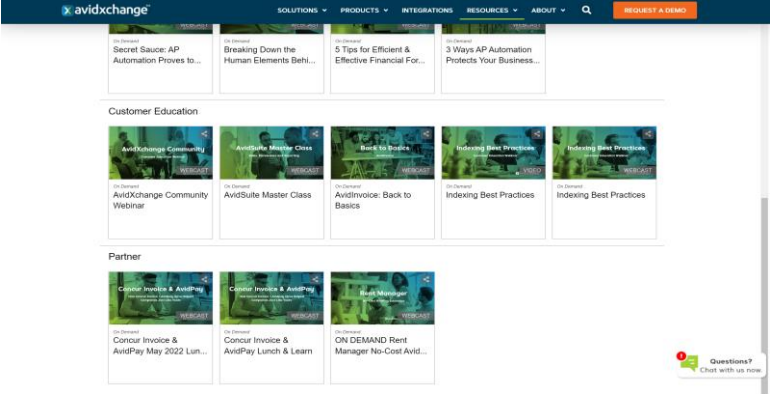
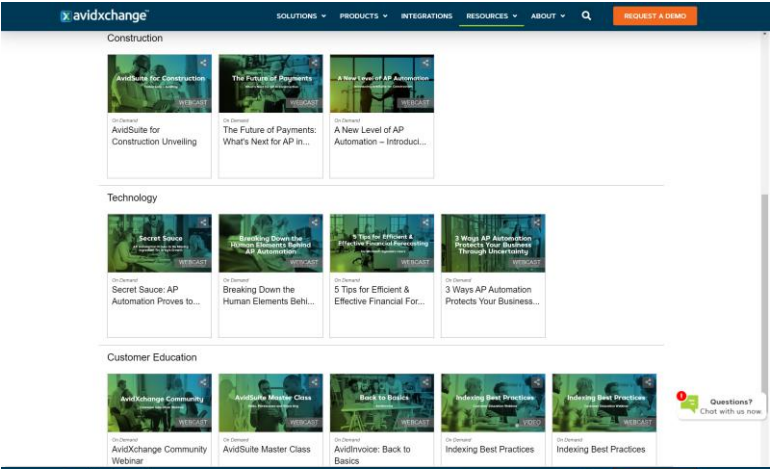
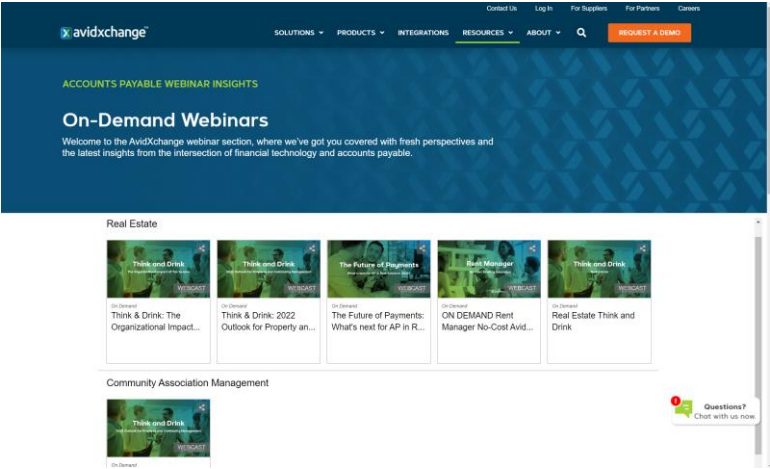
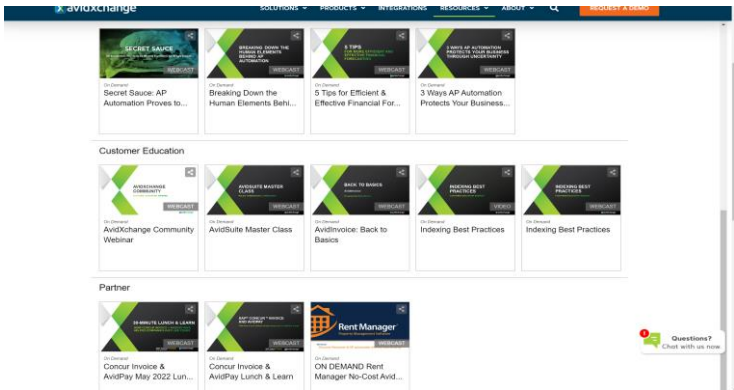
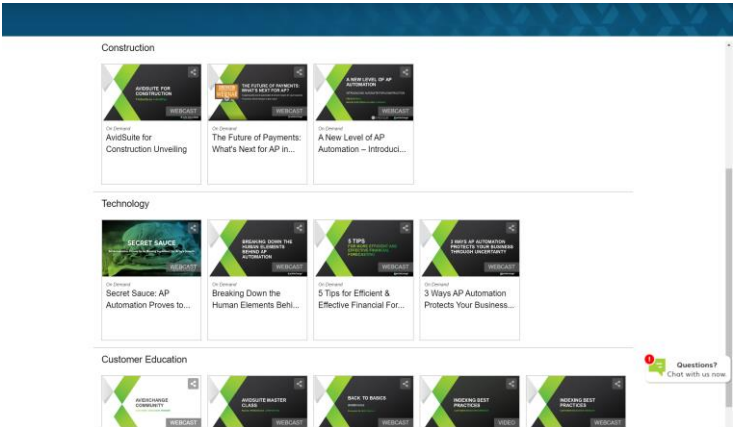
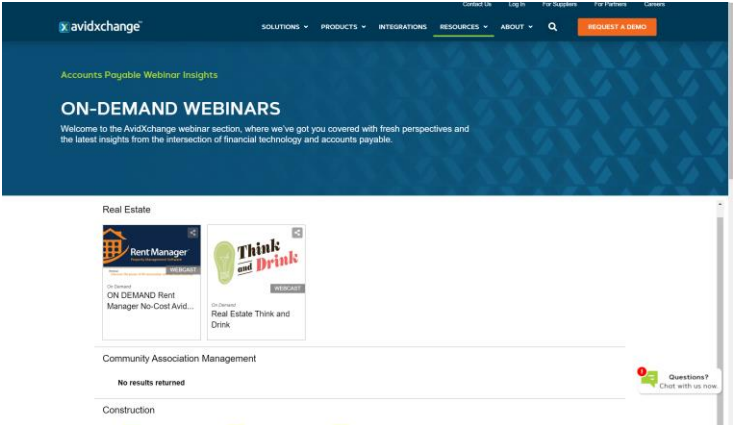
NEW-TECHNOLOGY TEMPLATE
Saturday, May 08, 2027 09:00 AM Pacific Daylight Time 1 hour

 **You are successfully registered for this webcast.**
Audience members may arrive 15 minutes before the scheduled start time.

 [Outlook/Cal](#)  [Google Calendar](#)

POWERED BY
CN24

Website Before and After



MY WEBCASTS

+ Create a Webcast

?

Type in webcast name or id to search.





































Select Date Filter

Tags

i

Search

Showing 158 Webcasts

Live Start Time	Webcasts	
05/09/2025 11:00 AM PDT	MAIN AVIDXCHANGE TEMPLATE - CLONE ME	  
05/31/2023 09:00 AM PDT	REVS TEMPLATE	  
07/28/2022 06:00 AM PDT	Webcast Test - ZOE	  
07/19/2022 11:00 AM PDT	ResMan + AvidXchange API Launch and Learn	  
06/22/2022 01:00 PM PDT	Think & Drink: Growth Strategies for Uncertain Times	  
06/09/2022 10:00 AM PDT	AvidXchange Community Webinar for KeyBank	  
06/07/2022 11:00 AM PDT	Secret Sauce: AP Automation Proves to Be Missing Ingredient for Arby's Growth	  
05/19/2022 11:00 AM PDT	Concur Invoice & AvidPay May 2022 Lunch & Learn	  
05/12/2022 11:00 AM PDT	7 Ways Automation Can Improve Your Workday for Healthcare Professionals	  
04/28/2022 11:00 AM PDT	Future of Titanium - Exciting New Enhancements	  
04/27/2022 01:00 PM PDT	Think & Drink: The Organizational Impact of Tax Season	  
04/27/2022 11:00 AM PDT	Future of TimberScan - Exciting New Enhancements	  

MY WEBCASTS

+ Create a Webcast

?

Type in webcast name or id to search.

Select Date Filter

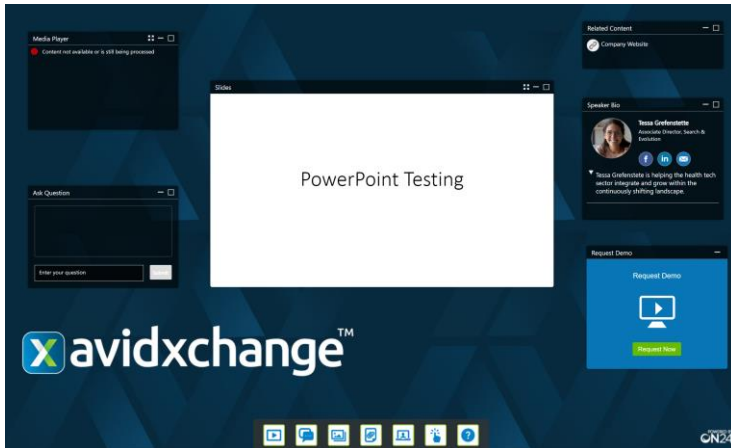
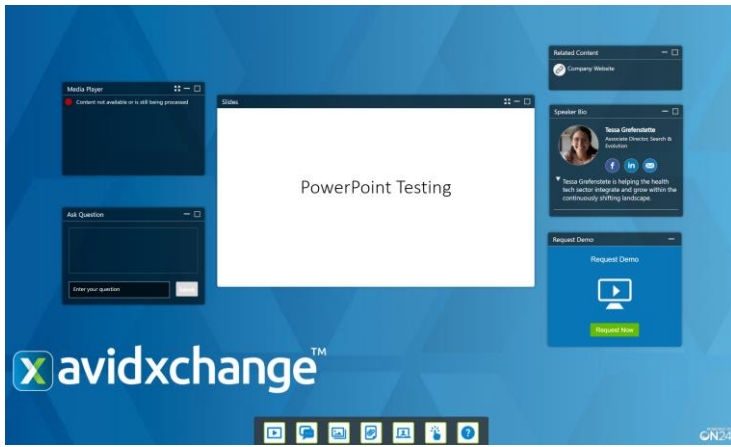
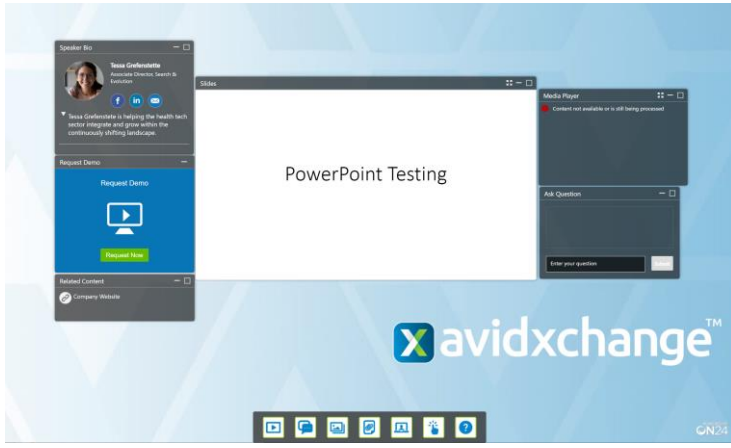
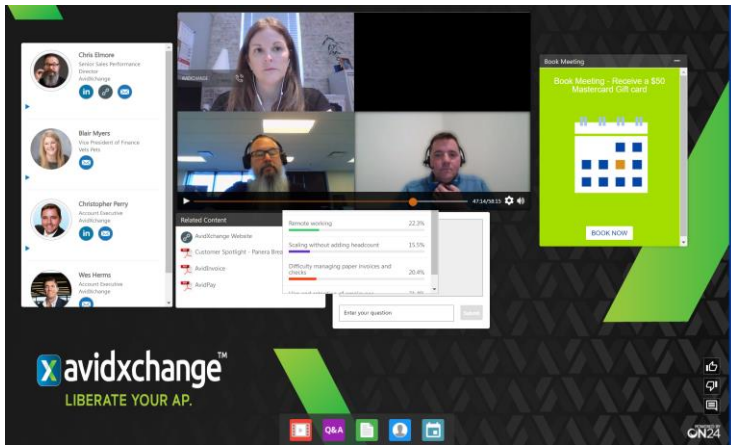
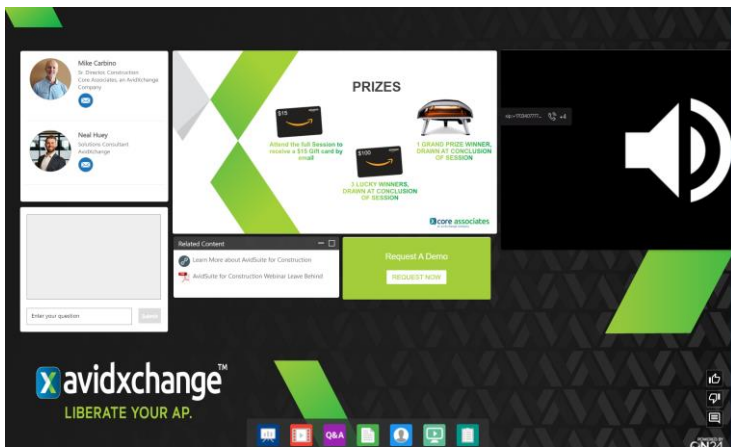
Tags

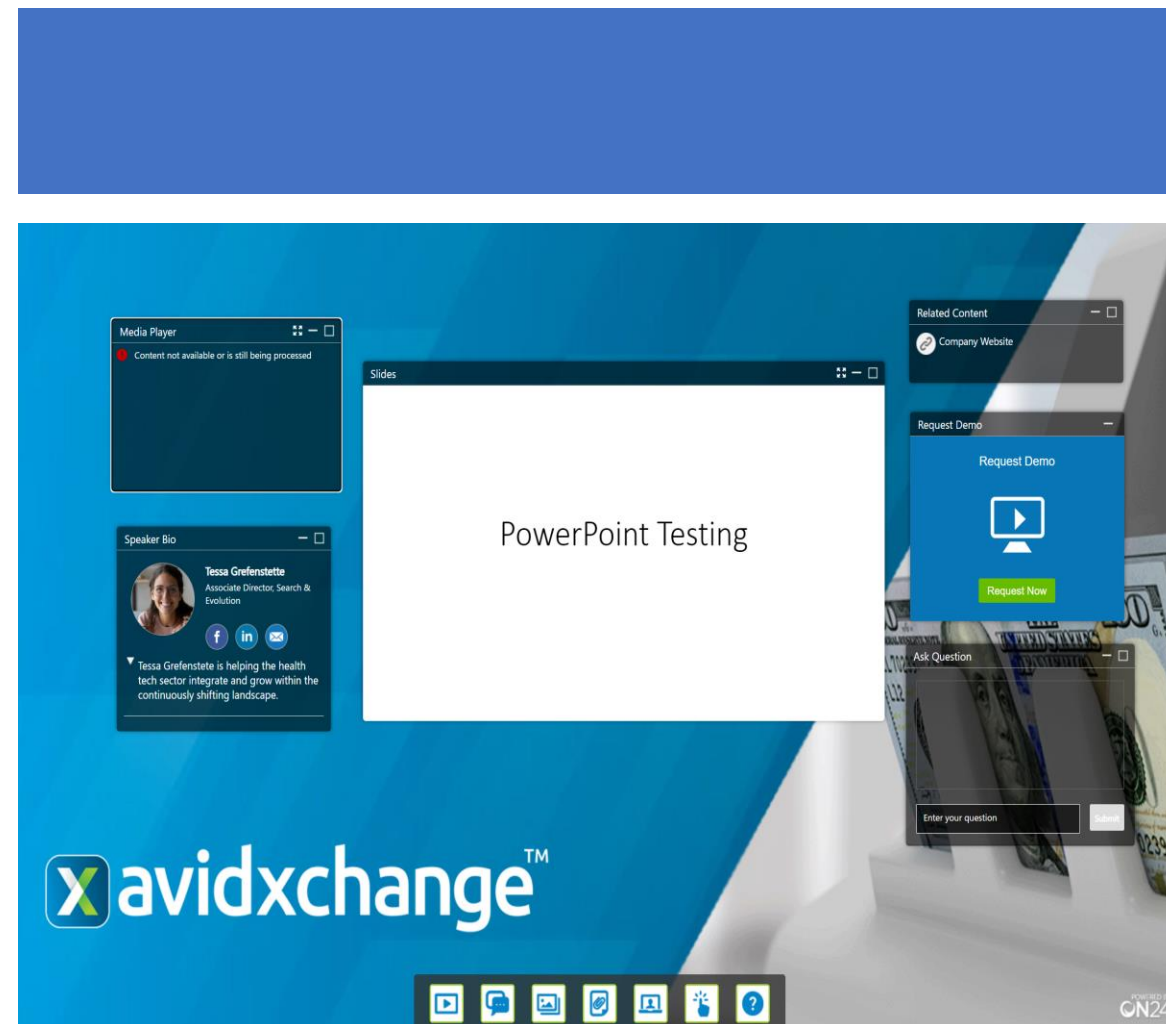
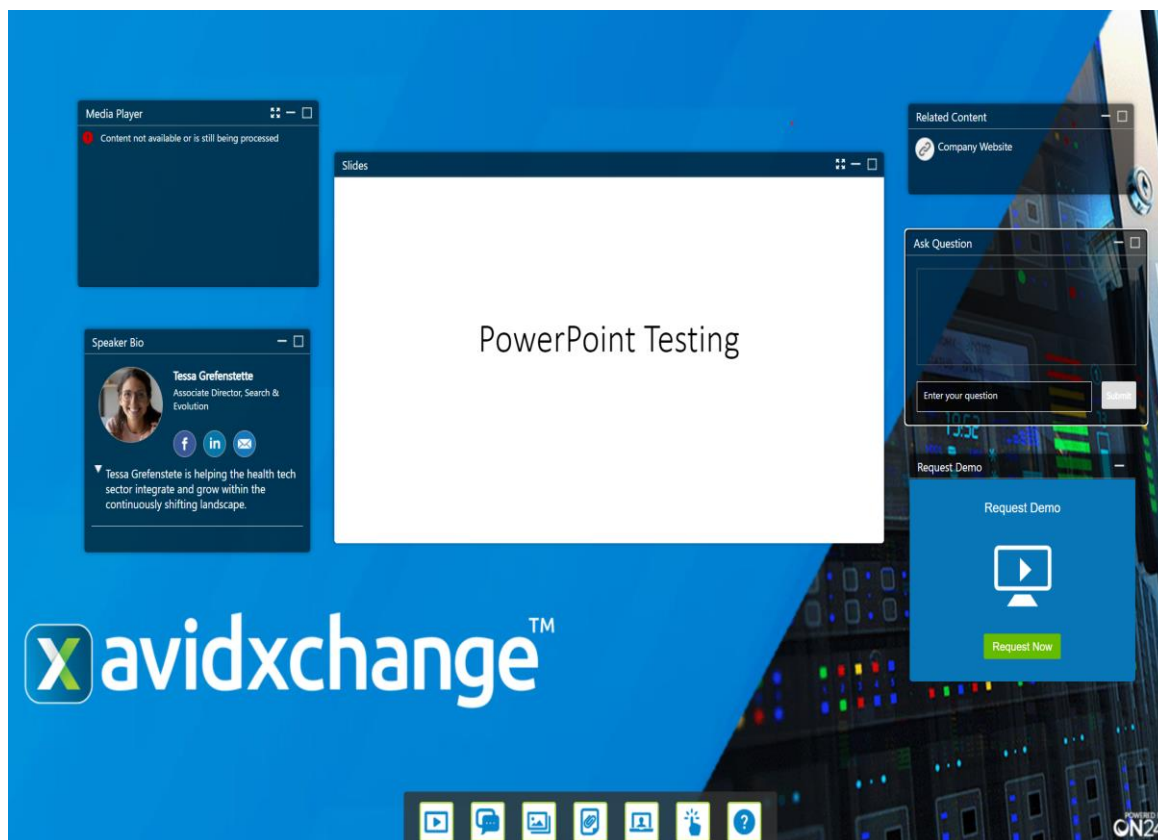
Search

Showing 178 Webcasts

Live Start Time	Webcasts	
07/20/2028 09:00 AM PDT	NEW AVIDXCHANGE TEMPLATE- MEDIUM BLUE 1	
07/20/2028 09:00 AM PDT	NEW AVIDXCHANGE TEMPLATE- MEDIUM BLUE 2	
07/20/2028 09:00 AM PDT	NEW AVIDXCHANGE TEMPLATE- MEDIUM BLUE 3	
06/22/2028 09:00 AM PDT	NEW AVIDXCHANGE TEMPLATE- LIGHT BLUE	
06/22/2028 09:00 AM PDT	NEW AVIDXCHANGE TEMPLATE- LIGHT BLUE 2	
12/25/2027 09:00 AM PST	NEW AVIDXCHANGE TEMPLATE- DARK BLUE	
12/25/2027 09:00 AM PST	NEW AVIDXCHANGE TEMPLATE- DARK BLUE 2	
12/25/2027 09:00 AM PST	NEW AVIDXCHANGE TEMPLATE- DARK BLUE 3	
05/08/2027 09:00 AM PDT	NEW- FINANCIAL SERVICES TEMPLATE	
05/08/2027 09:00 AM PDT	NEW- HEALTHCARE TEMPLATE	
05/08/2027 09:00 AM PDT	NEW- HOA TEMPLATE	
05/08/2027 09:00 AM PDT	NEW- HOSPITALITY TEMPLATE	

Webinar Before and After





MY WEBCASTS








































+ Create a Webcast ?

Type in webcast name or id to search.

Select Date Filter

Tags : 1 Selected

Search

06/03/2021 08:00 AM PDT	Rent Manager No-Cost AvidPay Education	  
06/01/2021 11:00 AM PDT	Rent Manager No-Cost AvidPay Education	  
05/27/2021 08:00 AM PDT	Rent Manager No-Cost AvidPay Education	  
05/25/2021 11:00 AM PDT	Rent Manager No-Cost AvidPay Education	  
05/20/2021 10:00 AM PDT	Real Estate Lunch and Learn	  
05/20/2021 08:00 AM PDT	Rent Manager No-Cost AvidPay Education	  
05/18/2021 11:00 AM PDT	Rent Manager No-Cost AvidPay Education	  
05/13/2021 08:00 AM PDT	Rent Manager Webinar	  
05/11/2021 11:00 AM PDT	Rent Manager Webinar	  
04/01/2021 12:00 PM PDT	Rent Manager Webinar	  
03/31/2021 06:00 AM PDT	Kim's Event	  
03/04/2021 04:00 AM PST	TESTING Kim's Test Event	  
03/03/2021 01:00 PM PST	Real Estate Think and Drink	  

MY WEBCASTS

+ Create a Webcast

?

Type in webcast name or id to search.

Select Date Filter

Tags : 1 Selected

i

Search

Showing 10 Webcasts

Live Start Time	Webcasts	
07/28/2022 06:00 AM PDT	Webcast Test - ZOE	
01/13/2022 01:30 PM PST	TEST Think & Drink	
12/15/2021 06:00 AM PST	Courtney Test Event	
10/14/2021 10:00 AM PDT	TEST - recording for Christina and Courtney	
10/14/2021 10:00 AM PDT	Testing - Customer Education	
09/16/2021 06:45 AM PDT	ehub testing <div>Test</div>	
08/31/2021 06:00 AM PDT	SIMULIVE Test	
03/31/2021 06:00 AM PDT	Kim's Event	
03/04/2021 04:00 AM PST	TESTING Kim's Test Event	
03/02/2021 09:30 AM PST	TESTING Run: T&D	

- training.on24.com – training homepage

How to create a successful webinar:

- Create new promotions (email and social) to attract more people. Do not use the same type of every time you want to send out a promotion.
- Segment your experiences-not everyone is interested in the same. An example could be using different webinars for buying a product or different levels. Instead of one big company webinar, break it up into smaller sections.
- Design team: make the console design look appealing. This keeps people engaged during the webinar and makes it look more professional. Put something like a q&a before the slides even start, this gets people excited to hear what you will be discussing. Be engaging and excited, ask questions along the way.
- Give the audience a digital tour. Show them what they can do during the webinar such as where the chat box is, where to do a poll, etc. You can tell them what to do or make a small box in On24 explaining what the buttons mean. Use polls, q&a relevant to the webinar not as a tool to get information out of them, not engaging. Surveys are okay, but engagement should be about the topic.
- Do not overdesign slides or add a lot of words. Small windows inside small windows make it look overcrowded.
- have a backup, mistakes will happen during the webinar. Test moving parts in advance such as PowerPoints, polls, microphones, windows, links, etc. Do not wait until the last minute to test your equipment. create a webinar checklist to go through before to make sure everything is working. Keep backup laptops, microphones, batteries etc. Do not present a webinar on a phone, bad quality sound.
- No dead ends do not leave the audience hanging. Give them something to click or go to after. Makes them look forward to the next webinar it helps them engage in the company.

How to use On24 Videos:


- [Setting Up Your Webcast \(on24.com\)](https://training.on24.com)
- [Customizing the Audience Console \(on24.com\)](https://training.on24.com)
- [Engagement & Conversion Tools \(on24.com\)](https://training.on24.com)
- [Setting Up Your Storyboard \(on24.com\)](https://training.on24.com)
- [Rehearsing and Best Practices \(on24.com\)](https://training.on24.com)
- [Webcast Elite | Elite Studio - Connecting as a Presenter \(force.com\)](https://training.on24.com)
- [Best Practices | Webinar Console Branding Guide \(force.com\)](https://training.on24.com)

- [Webcast Elite | Elite Studio - User Guide \(force.com\)](https://training.on24.com)

- Rehearse early at any time- recommended a week before live webinar
- Upload your slides in advance
- Log in 30 mins early on live day- if bad connection try a different browser
- Designate a producer to start/stop webcast- audience can't hear you until the start button is pressed
- Launch Elite Studio by clicking on the bottom of the overview page or by sharing the present URL- make sure you share link with all presenters ahead of time

PRESENTER ROLES

	PRODUCER	PRESENTER	Q&A
Upload Slides/Videos	✓		
Add Poll Questions	✓		
Start/Stop Webinar	✓		
Arrange Slides/Polls	✓		
Advance Slides	✓	✓	
Push Poll Questions	✓	✓	
Screen Share	✓	✓	
Whiteboarding Tools	✓	✓	
Manage Q&A	✓	✓	✓
Use Team Chat	✓	✓	✓

-  Opens 15 minutes before the webinar starts- refrain from moving PowerPoint
- There's no way to pause a video while it's playing unless if you completely stop it
- Pulse Check- allows you to check in with the audience, they are not recorded in the webinar report
- To highlight an engagement tool, hover over and click highlight, this will light the tool up for 10 seconds, this is a good way to call out webcast features to the audience
- Some engagement tools have a center option, this will center the tool in the middle of the screen for the attendees to see

The Impact

- Easy-to-use webinar experience
- Transform the appearance of AvidXchange
- Inform how to use all capabilities

Personal Reflection

Communicating

Communicating with the team on what changes they want to implement

Providing

Providing feedback and materials about how to revise certain issues

Collaborating

Collaborating as a group to redesign the platform



Questions?