**Webinars for CAAWebi  
nar Programs**

I am most experienced on GotoWebinar.

**Fees**

* Gotowebinar up to 100 attendees live - $708 per year or $134.00 per month rented

**I added some details here**

Expenses

* + $708 year for the software
  + $250 CDN/per speaker
  + $100 such as the fees charged by the relevant financial institutions for transactions
* Assuming 3 1-hr seminars a year 1, the total cost would be $1558.00. To cover costs, at a rate similar to what SAC charges:
  + 65 attendees per year if we charge $25
  + 50 attendees per year if we charge $35
* Competitor Analysis:
* SAC charges:
* $35/hr members
* $45/hr non-members
* There are small discounts for students and groups.

**Additional options**

**GotoWebinar does have a free 30 day trial** – per email address that we have. We could use this for the first three webinars, to see how we like the program, and the response we get. And yes this free trial with be fine for us.

**Selecting Topics and Speakers**

This can be a very time consuming and lengthy job, especially if you want to lay out a years’ worth of sessions in advance. My recommendation would be to choose a few speakers that you know already have a presentation created. If you want to select more you can also choose a few of the top sessions from the 2015 conference.

I would also recommend selecting broad topics in the beginning as we want to create awareness and interest. So not difficult, nor technical webinars, we want webinars that the most people will want to watch.

Typically once you have selected speakers, and webinar topics I would contact them and work it all out. However again we would need to confirm with Jean on my duties.

Based on my experience I haven’t had to worry about contracts, payments, etc. If CAA wanted this it would be additional time for everyone.

So typically once a speaker and topic is selected I would contact them, confirm date/time, create webinar, schedule calendar invites, send them best practises, get marketing material from them, market webinar, run a practise webinar with them, review their PPT, and then administer the webinar that day, plus record webinar and upload it.

**My Time**

* 1 hour to schedule webinar with speakers, ask and receive marketing material
* 1 hour of emails to speaker, making suggestions on the PPT layout, reviewing the PPT, and running a 30 minute practise webinar
* 1 – 2 hours to craft marketing material – emails, website notifications, linked in – this will be less time in the future – so think of this as an initial set up
* Webinar day 2.5 hours – for a one hour webinar, plus 1 hour to encode and upload the webinar to Youtube, and possibly add to our website.
* What about the handling of the registrations? If this is done through the website, then we need to propose to the Board that there may be expenses associated with the website redesign?

**\*So about 6.5 hours of webinar time (and possibly a little less). Note this time would increase if I had to work and get approvals from additional people.**

**The webinar format I recommend is roughly;**

* 5 minutes introduction from Host - introduce the webinar topic, CAA, how the attendees will participate in the webinar (ask questions using the question box), and then introduce the Presenter
* Presenter will have about 40 minutes – to show their PPT and present the session
* Questions can be asked throughout the webinar, if the speaker is comfortable with this, or at the end. The host will pose the questions from the audience to the speaker.
* Host will then thank you and close the webinar out

My recommendation is that the Host should be someone familiar with the industry, and possibly a person that the audience wants to hear from. I.e. a board member. However I can be the host if required.

**Marketing Material needed from Speaker**

* Speaker name, title, company name
* Email address
* Photo in jpeg
* Short Bio – 1-2 paragraphs
* 1 – 2 paragraphs describing webinar, plus
* 3 key and short bullet points on what attendees will learn in the session

**PPT**

* I can create a sample PPT with my suggestions on it. Typically the first few slides, and last slides would have the CAA branding on it, and the meat of the session can have the speakers branding on it.
* I can do a quick review of the PPT for readability, and make sure there isn’t too much promotional material on it.

**Lead time**

* Typically I want at least 6 weeks lead time to market a webinar. This would mean we would have the speaker confirmed on the date and time of the webinar, plus I would have their marketing material.
* Then I would start marketing it.
* So I believe that Bill has a session already to go – so technically we can run that in 6 weeks. However we should not schedule a webinar from roughly Dec 15 – to Jan 11 as it will be low attendance. This would be nice to launch for Jan 2015.

**Payment for webinars**

* I do recommend that the first few webinars be free for all and we would market that. If after that time you wanted it to be members only we can hide the Webinar registration behind the member’s only profile.
* If we wanted to charge non-members – then this would be work with Plank and possibly be expensive to create this charging system, for this part I am not sure though.

**Managing Expectations**

* In my experience I would send out webinar notifications to 27,000 members or 50,000 contacts and get around 200 people on the webinar.
* So for CAA – I believe there is about 2000 contacts …Now there are many different factors between my old positions and this – just wanted you to see what it might look like.
* I would recommend not worrying about charging people now for webinars – we may only get 30 people on a webinar.
* We can look at the vendor webinars later in the future were vendors educate and also give promotional pitches, and we can make money.

I have additional information on Host and Speaker roles, best practises that I have created from my other gigs that I can send out at a later.