

# How to choose the right webinar software



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The webinar market has more than doubled since 2020, and nearly half of organisations (45%) increased the number of webinars they ran in 2022<sup>1</sup>.

As a go-to format for everything from internal all-hands training sessions to external marketing for B2B products and services, webinars have become an integral part of most professionals' work life. With [54% of B2B professionals](#) reporting they engage with webinars either daily or weekly, and 91% reporting that webinars are their favorite type of content, it's likely you're either already incorporating webinars into your training or marketing strategy or planning to do so soon.

## Are you using the right webinar software?

If you want to create and [run successful, professional webinars](#), it pays to select the right webinar software for the job. There are a myriad of options available, but their quality and functionality vary significantly.

Before you dive into individual features and functionality of a long list of webinar software options, you can likely narrow down your choices considerably by answering two basic questions:

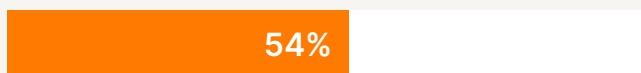
1. What will the goal of your webinars be?
2. What budget do you have for your webinars?

**Determining the goal** of webinars you want to create can help you narrow down your choices. For example, are you interested in hosting training webinars or [hosting all-hands internal meetings](#)? Or, will most of your webinars be product demos or marketing webinars?

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### Did you know?

54% of B2B professionals report they engage with webinars either daily or weekly



and 91% report that webinars are their favorite type of content



<sup>1</sup> <https://www.twentythree.com/state-of-webinars-2022-report>

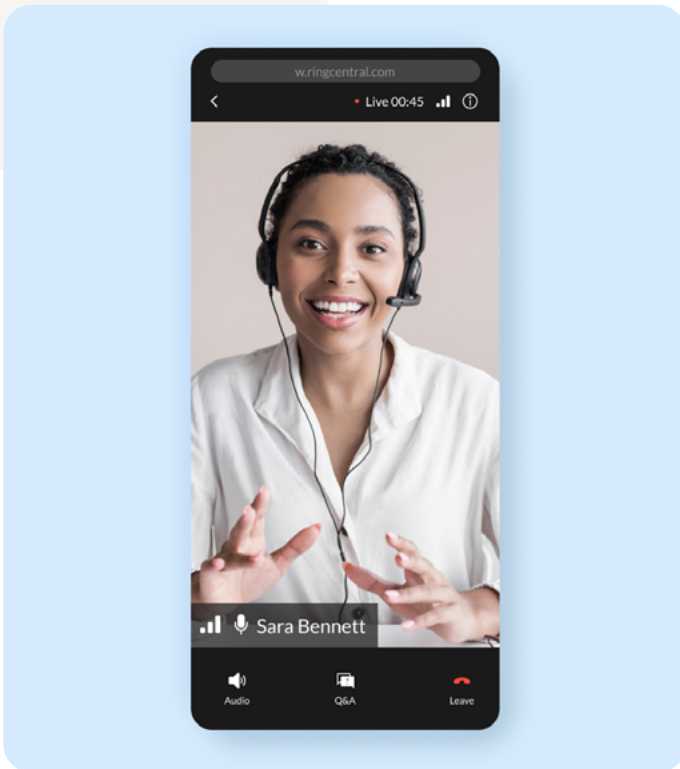
Or, perhaps you are interested in hosting panel discussions or roundtables. Whatever your goal for your webinars, you can narrow down your webinar software choices by aligning your software with your objectives.

**Knowing your budget** is also a great way to eliminate some software off the bat. If your budget is very small, you might want to look at free software options. Although they do not have the bells and whistles of paid webinar software, in some cases you can host a simple webinar with free tools.

However, it is likely that, as you incorporate more webinars into your marketing or training strategy, you will need to transition to a reasonably priced, full-featured webinar software.

What factors should you consider beyond your webinar goals and price? Generally, you can zero in on the right webinar software by comparing software in the following areas:

1. Performance and capacity
2. Potential ROI
3. Security and integrations
4. In-event functionality
5. Post-event analytics





## FACTOR 1

# Performance and capacity

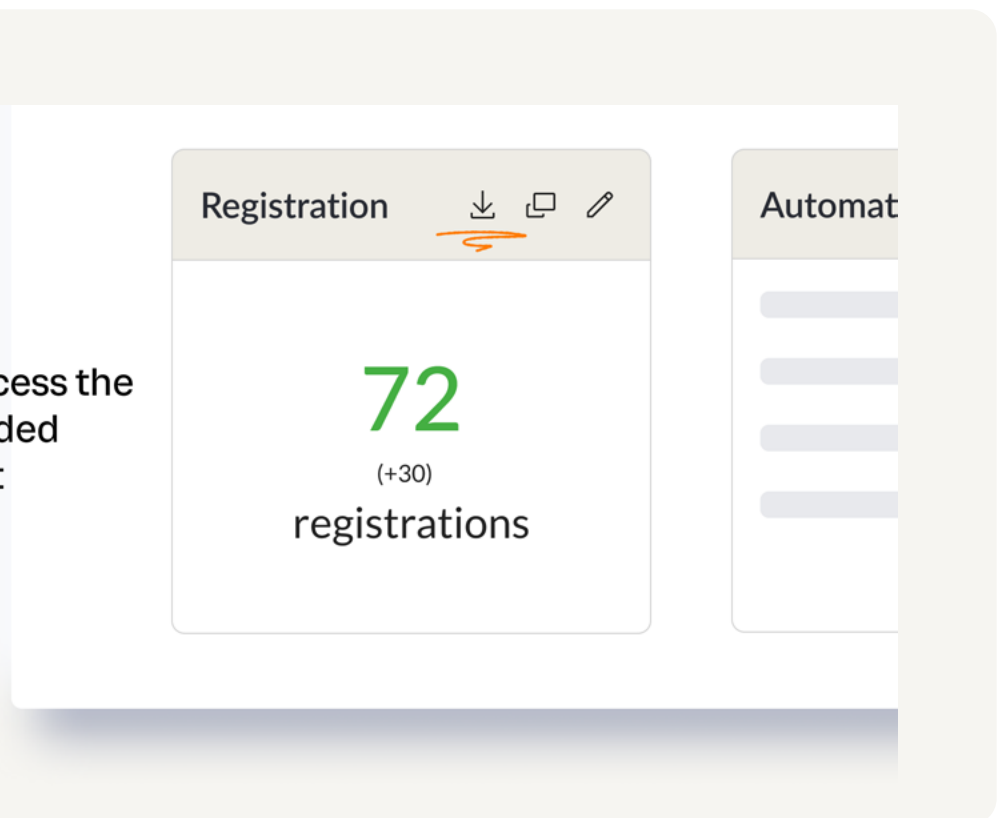
When you put effort into creating and hosting a webinar, the last thing you want is for the webinar to fail due to technical issues and poor attendee experience. To lessen the chance of performance issues, here are the must-haves for your webinar software:



- **Quality assurance:** Look for software that includes a service dashboard with quality monitoring and reporting to ensure the highest quality experience and proactively troubleshoot technical issues on the fly.
- **High-quality audio and video capabilities:** No attendee wants to strain to hear or see your presentation. Look for software with enhanced audio and video capabilities that will work seamlessly with your hardware.
- **Quick and easy setup:** For webinar setup, easier is better. Choose software that is hassle-free—ideally, one that allows setup and hosting from one centralised app.
- **“Zero download” to join:** Any friction in joining your webinar will cause you to lose attendees. Choose a webinar platform that allows attendees to join from any desktop or mobile browser, without requiring them to download anything.
- **Scalability:** Some organisations host webinars with thousands of attendees, while others may average 50 or fewer attendees per webinar. Regardless of where your organisation falls on that scale, you need software that accommodates both your largest and smallest audiences.

- **Intuitive dashboard:** When you're hosting a webinar, you need access to hosting tools at your fingertips. Choose software that offers a centralised dashboard from which hosts can access interactive tools during a webinar and analytic tools before, during, and after an event.
- **Marketing-ready functionality:** If you plan to use webinars for marketing purposes, you should choose software that integrates with marketing tools and offers options to automate registration and follow-up emails. Some webinar software even allows you to customise registration forms and emails with your logo and branding.
- **Mobile accessibility:** Although desktop is still the preferred choice of B2B pros for attending webinars, one-quarter of attendees<sup>2</sup> access webinars with their mobile devices. Choose software that allows mobile accessibility.

Download and access the information provided during participant registration!

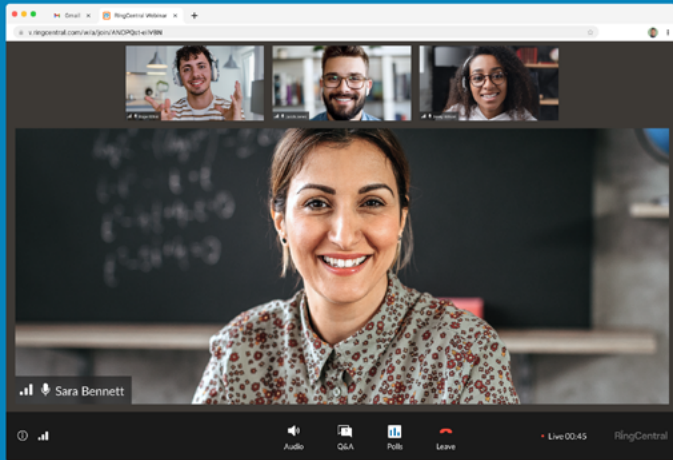


<sup>2</sup> Flynn, Jack. "25 Webinar Statistics [2023]: The Average Attendance Rate for a Webinar", Zippia, October 2022



# Cost vs. ROI

No matter the size of your organisation, cost vs. ROI is always a consideration when purchasing software. Here are some features to look for to maximise your ROI:

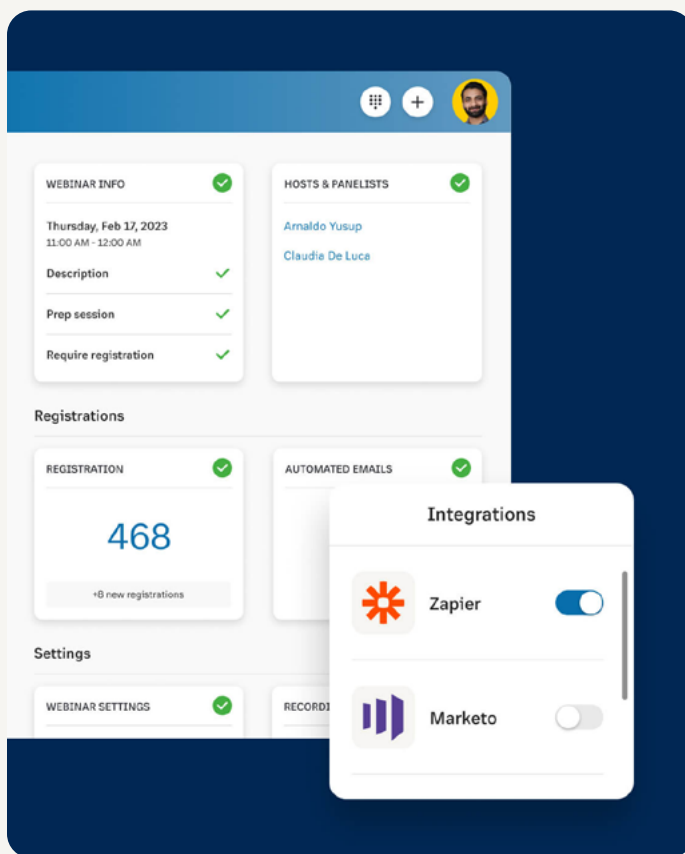


- **Free trial:** Nothing beats a free trial when you're trying to make a software purchasing decision. Look for software that offers the opportunity to take it for a spin to see how it performs in your webinar environment.
- **Offers at different price points:** Don't pay for more than you actually need. Look for software packages that are right-sized for the scale and type of webinars you will be hosting.
- **Compare costs with potential ROI:** Think about how often you will use the software and how many leads you estimate you will get per webinar. This exercise should help you to understand your potential return on investment and find the best software value.



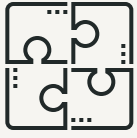
# Security and integrations

Data privacy regulations make security a top priority for your organisation, and integrations with various other business tools smooth the path toward successful webinars. Here are some features you should have in mind:



- **Compliant with applicable data protection laws:** Reduce compliance risk by choosing software that is compliant with GDPR, CCPA, and any other applicable data protection laws in your area.
- **Additional security features:** Some webinar software includes additional security features such as encryption, password protection, two-factor authentication, and forced password changes every 60 days. These features can give you peace of mind and ensure that your data and the data of your attendees is safe.
- **Easy integrations:** Finding webinar software that integrates with other business applications you use is both time-saving and convenient. Seamless connectivity with event management tools, CRM systems, email marketing, and automated reminders can enhance your webinar experience.





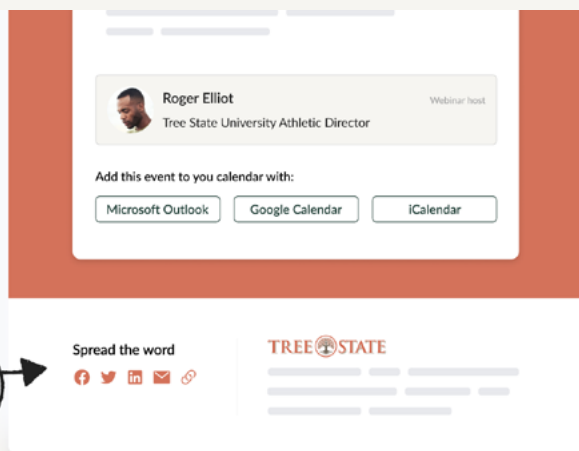
## FACTOR 4

# In-event functionality

Often, the factors that most differentiate one webinar platform from another have to do with the options available to a host and webinar participants during an actual event. Here are some must-haves to [ensure a great webinar experience](#):



- **Recording capability:** The ability to record your webinar should be non-negotiable. You will need a high-quality recording for later internal use, on-demand viewing, and repurposing of the content in other formats.
- **Interactive engagement:** Engagement matters. Choose software that enables interactive polls and Q&A. Some software also enables live chat, reactions, and more. The more engagement tools you have at your disposal, the more chances you have to keep your audience riveted to your presentation.
- **Rehearsal and debriefing capabilities:** Some webinar software allows participants to rehearse, refine, and get prepared before going live. This helps reduce presenter anxiety, gives hosts time to iron out any wrinkles in the flow of the webinar, and improves attendee experience overall. After the webinar, some software also allows presenters and the host to use a private debrief session to recap how everything went.
- **Social media integration:** To reach a larger audience with your webinar, look for software that integrates with social media channels such as YouTube Live for streaming.





# Post-event analytics

You can't improve what you can't measure. Analytics that provide insights into attendee demographics, behaviours, and engagement can inform your future content strategies. Engagement metrics can tell you what your audience really wants.

Look for webinar software that includes in-depth analysis reports of attendee engagement in Q&A sessions and polls, so that you can follow up on any missed questions with attendees afterward.



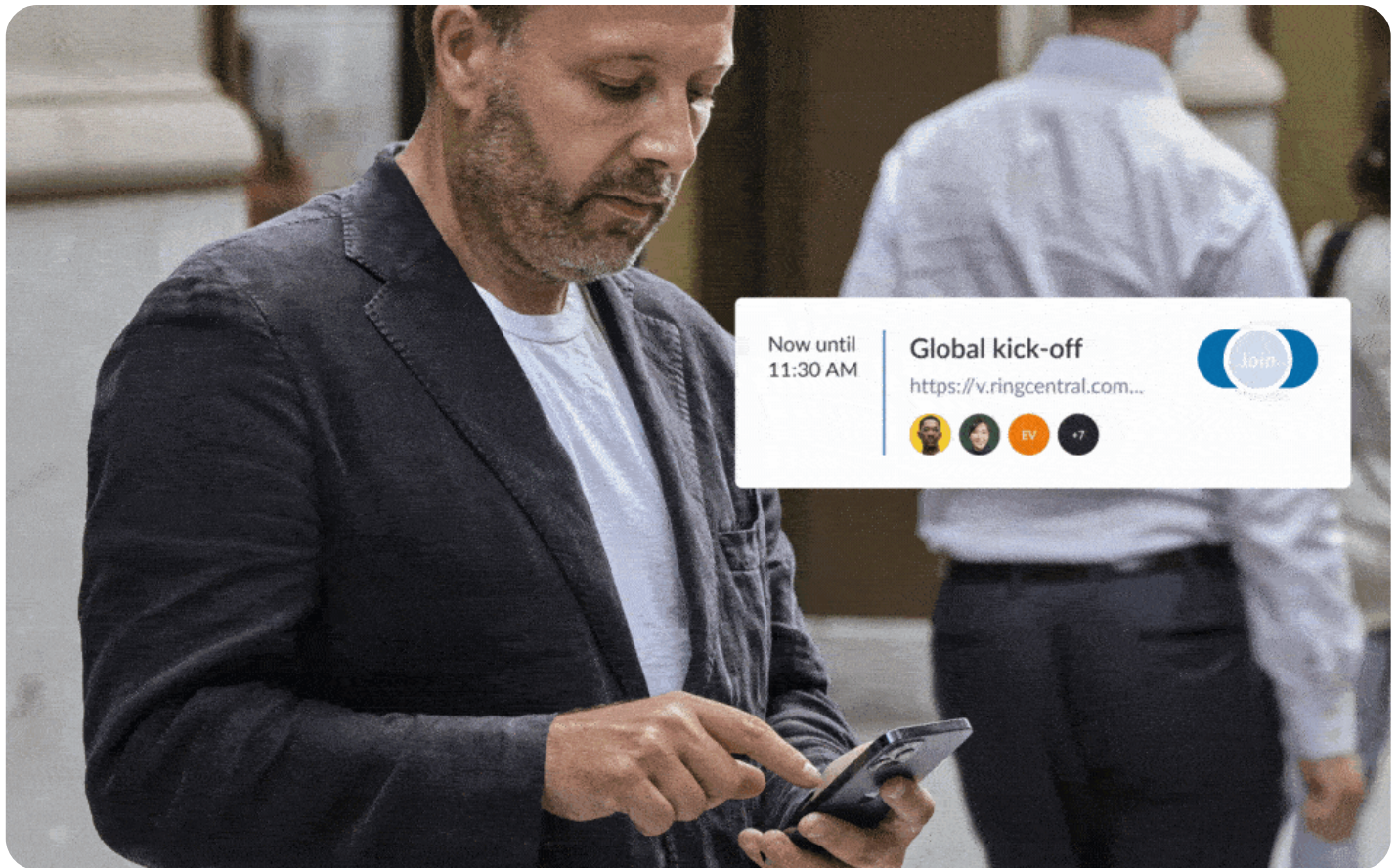
# Why RingCentral Webinar is the right choice for your next event

Choosing webinar software wisely can significantly influence the success of your online events. By factoring in your objectives, the tools you require, integration capabilities, and security, you're setting the stage for impactful and engaging webinars.

It's not just about the software's features, but how those features align with your goals and the value they bring to your audience. Ensuring you have the best webinar tools at your disposal will keep you ahead of the curve.

RingCentral Webinar has all the features and capabilities you need to create and run a successful webinar. With RingCentral, you get:

- Hassle-free setup that enables you to manage and host webinars—all from one easy-to-use app.
  - No download necessary to join, which gives attendees a great experience and maximises attendance.
  - Drag-and-drop functionality that makes it easy to customize branded registration pages and emails to capture sign-up and send reminders to registrants.
  - Scalability to hold webinars with a few attendees to up to 10,000.
  - An intuitive host dashboard that enables you to manage everything needed for your webinar before, during, and after the event with one app.
  - A variety of package choices to keep your budget happy—RingCentral users save up to 50% compared with other leading webinar providers.
  - High-level, GDPR and CCPA-compliant security features to protect the data you're handling.
- In-event interactive functionality with Q&A sessions and polls to engage and delight your audience.
  - Backstage prep and debrief sessions to help you ensure a mishap-free webinar.
  - Robust attendee engagement analytics for polls and Q&A sessions to help you home in on what matters most to your audience.



With team messaging, video calling, voice over internet protocol (VoIP) calling, and a host of business app integrations, RingCentral can help you begin streamlining your workflows, improving productivity, maximising ROI, and innovating how your team stays connected at all times.

Want to have a hands-on look at how it all works? [Sign up](#) today!

For more information, please contact a sales representative. Visit [ringcentral.com/au/en](https://ringcentral.com/au/en) or call 1800 957 188.

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