Hosting a successful RingCentral Webinar

We've put together some easy-to-follow tips to help you plan for, deliver, and measure the success of your RingCentral Webinar.

We also recommend viewing the webinar video tutorials in the Resource Center in the RingCentral app for desktop and web. You can also watch our How-to videos.

Planning your event

Before scheduling your webinar, create your webinar agenda, determine how you want to engage with your audience, and identify your cohosts and/or panelists.

- [ ] Setting the webinar agenda
    - [ ] On what date and time will you host the webinar? How long will it run?
    - [ ] Who will be participating in your webinar, and what roles will they have? Learn more about webinar roles.
    - [ ] Will you take audience questions? Learn more about the Q&A feature.
        - [ ] Will you take questions throughout, between each speaker, or at the end of the webinar?
        - [ ] Will you allow your audience to ask questions anonymously? Will you answer questions offline?
- [ ] Determining the responsibilities of your presenters
    - [ ] Will you have a moderator introduce, mediate, and/or close the webinar?
    - [ ] What will presenters be sharing?
    - [ ] Who will control the presentation assets, such as shared desktops and slide transitions?
    - [ ] Who will manage attendance and facilitate Q&A?
- [ ] Planning your event presentation
    - [ ] Will all participants join remotely? Will they sign in separately in different locations?
        - [ ] If you are hosting a hybrid event, with some participants joining online and others joining together at an onsite location, do you need to book a conference space? What equipment will you need?

Scheduling your event

- [ ] Schedule your RingCentral Webinar.
- [ ] Configure your webinar's settings.

- [ ] Send out your webinar invitations.
    - [ ] Send invitations and reminders to cohost(s) and panelist(s).
    - [ ] Send invitations and reminders to attendees.

  Note: If the webinar date, time, or agenda changes, you can update the event details using the RingCentral app and your calendar app.

Rehearsing for your event in a prep session

Using a prep session to rehearse your webinar with cohosts and panelists lets you run through your event agenda so that you can assess how long each presenter needs to deliver their presentation, become familiar with webinar tools, determine hand-off cues, and make adjustments before you go live with your audience. You can have as many rehearsals as you want prior to your event by starting the prep session.

You can use the prep session to:

- [ ] Review webinar controls.
    - [ ] Set up your virtual background, if desired. We recommend that each speaker use the same background: either your company logo or something non-distracting.
    - [ ] Practice screensharing.
    - [ ] Determine hand-off cues to know when to switch layouts.
        - [ ] **Gallery view:** Allows attendees to see all panelists. This setting is useful for Q&A sessions and for transitioning to a panel discussion.
        - [ ] **Spotlight:** Highlights a specific speaker.
        - [ ] **Filmstrip** or **active speaker view:** Lets attendees see the speaker and the presentation.
- [ ] Set your webinar's video settings.
- [ ] Double-check your panelists' permissions and calendar invites to make sure that they have the right date and time and that they know when to join the prep session.
    - [ ] Walk your presentation team through the webinar features, including presenter chat and Q&A.
    - [ ] Run through slide transitions.
    - [ ] If you or your speakers are presenting video, follow the same instructions as recommended for RingCentral Video meetings.
    - [ ] Check everyone's equipment. Remind them to use high-quality, noise-reducing headsets to eliminate echo.
    - [ ] Remind speakers and panelists of any time restrictions.
    - [ ] Review your plans for managing Q&A, including who will read questions aloud, who will answer certain types of questions, and which types of questions you might want to answer offline.

On the day of your webinar, you can invite your panelists and cohosts to a prep session that begins 15 minutes, 30 minutes, or an hour before your webinar's scheduled start time. During this final prep session, you can:

- [ ] Update the panelist or cohost invitations at the last minute, if needed.
- [ ] Review the agenda and presentation order, your agreed-upon verbal or chat hand-off cues, and the flow of your QA session(s).
- [ ] Test connections and technical functionalities with your presentation team.
    - [ ] Confirm that everyone has a stable internet connection.
    - [ ] Conduct a soundcheck to ensure that your presentation team can hear and be heard. Remind your panelists to mute their mics when it isn't their turn to speak.
    - [ ] Check video connections.
    - [ ] Close unnecessary apps and browser tabs that could slow down your device.
- [ ] Review webinar controls and check if anyone has any last-minute questions about them.

Running your event

When everyone is ready, start your webinar by clicking **Go Live** in the bottom menu. In cases that the host cannot start the webinar, the cohost can start the webinar on behalf of the host.

- [ ] Kick off your presentation and introduce your presentation team and topic.
- [ ] Set how your attendees see the video layout based on the agreed-upon hand-off cues.
- [ ] Chat privately with cohosts and panelists to make any on-the-fly changes to the webinar agenda.
- [ ] Manage the Q&A session.
- [ ] Monitor participants' attendance by going to **Participants** via the bottom menu, if desired.
- [ ] Change panelists' or cohosts' roles, if necessary.

Ending your event

When you have concluded the event, end the webinar.

After your event

Once you end the webinar for your attendees, you, your cohost, and panelists can remain connected in the webinar to discuss the event. Ask the group:

- [ ] What went well during the webinar?

- [ ] What would you do differently next webinar?
- [ ] Which of the attendees' questions were left unanswered, and why?
- [ ] Who will address attendees' follow-up questions?
- [ ] Will you share the webinar recording with attendees?

Using reports and analytics

Review your webinar engagement by using the RingCentral Analytics Portal.

- [ ] Pull your webinar's attendance report.
  - [ ] Compare your registration numbers to the number of people who attended.
- [ ] Pull the Q&A report.
  - [ ] Send the Q&A report to the panelist/s who agreed to address attendees' follow-up questions.
- [ ] Share the webinar recording link with your attendees.