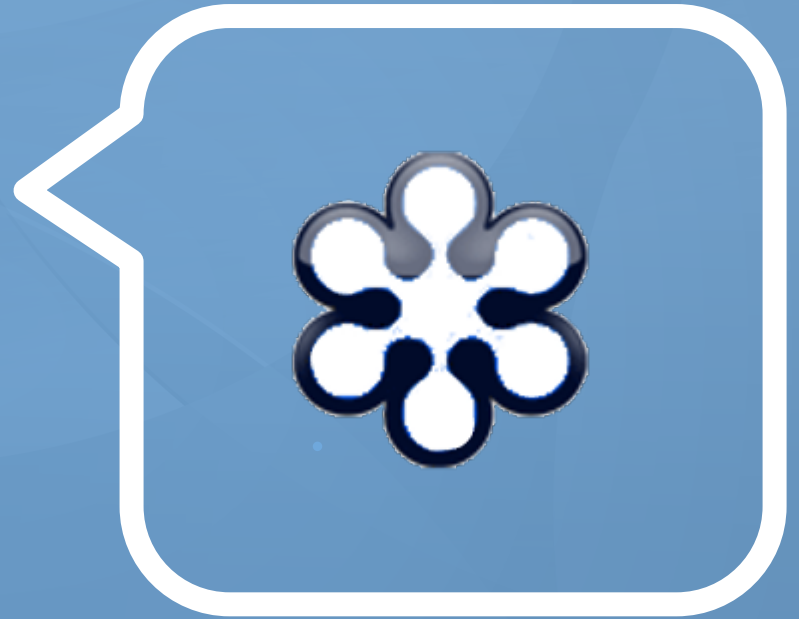


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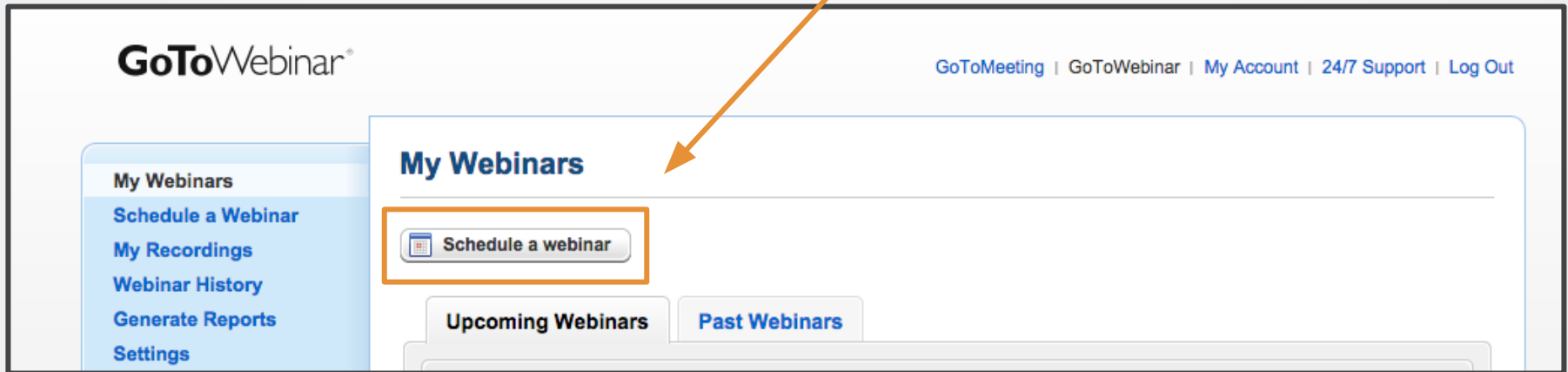
How To Host a Webinar With GoToWebinar



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1. Schedule your webinar

The first thing you need to do is schedule your webinar on GoToWebinar. Log in to your account and select “Schedule a webinar.”



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Next, you will be taken to the scheduling page.

Enter the details for your specific webinar:

1. Enter the title of your new webinar.
2. Enter a description about what attendees can expect to learn at the webinar.
3. Select the date of the webinar, the time, and your timezone.
4. Hit “Schedule.”

My Webinars
Schedule a Webinar
My Recordings
Webinar History
Generate Reports
Settings

Schedule a Webinar

Title:
How to Generate Leads & Sales Online

Description:
Learn the strategies we used to take our company from 0-100,000 leads in 18 months.

Type
One Session | Series | Sequence

Start Date **Start Time** **End Time**
Wed, Dec 3, 2014 11:00 AM 12:00 PM

Webinar Time Zone
(GMT-08:00) Pacific Time (US and Canada);Tijuana

Schedule

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You will then arrive at the “Manage Webinar” page.

On this page you can:

1. Edit the audio portion of your webinar
2. Brand your webinar with a logo or theme by clicking “Edit.”
3. Add panelists for your upcoming webinar by clicking “Edit.”

The screenshot displays the 'Manage Webinar' interface. On the left is a navigation menu with options: 'My Webinars', 'Schedule a Webinar', 'My Recordings', 'Webinar History', 'Generate Reports', and 'Settings'. The main content area is titled 'Manage Webinar' and includes a 'Share' button, 'Schedule Similar Webinar', and 'Cancel Webinar' links. A 'Start' button is in the top right. The 'Set Up Your Webinar' section contains three main areas: 'Title' (How to Generate Leads & Sales Online), 'Date and Time' (Tue, Sep 30, 2014 4:38 PM - 5:38 PM PDT), and 'Audio' (Participants can use their computer's microphone and speakers (VoIP) or telephone). The 'Audio' section is marked with a red circle and the number 1. Below it is the 'Branding' section (Customize the branding for this webinar), marked with a red circle and the number 2. At the bottom is the 'Panelists' section (No panelists), marked with a red circle and the number 3. Each section has an 'Edit' link on the right side.

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Still on the “Manage Webinar” page you can:

1. Find your registration URL and ID and view your webinar invitation.
2. Edit your registration settings and monitor how your track registrants.
3. Edit the email settings for your webinar. Choose whether you want to send confirmation and follow-up emails to registrants.
4. Choose to engage your attendees with polls or surveys by clicking “Edit” for each option.

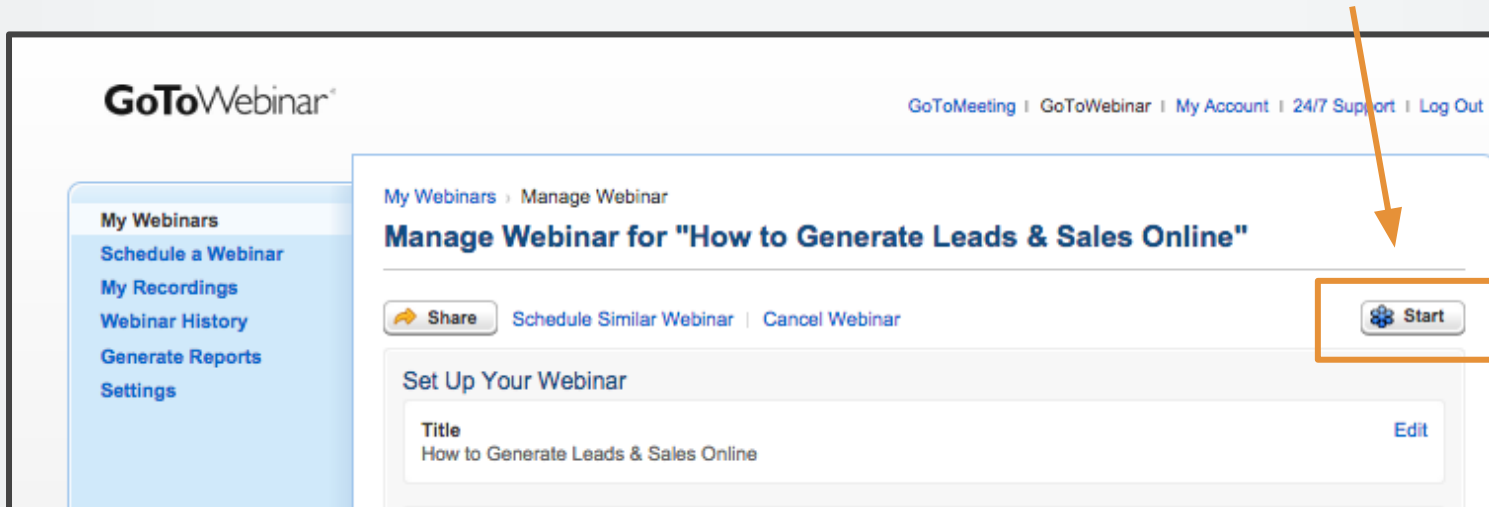
The screenshot shows the 'Share Your Webinar' interface with four numbered callouts:

- 1**: 'Invite Your Attendees' section, showing the registration URL (<https://attendee.gotowebinar.com/register/3409706865515209986>) and Webinar ID (153-428-819). It includes links for 'Email Me the Invitation' and 'Copy Webinar Information'.
- 2**: 'Registration Settings' section, showing 'Registrant Limit: 5,000' and 'Notification: No'. An 'Edit' link is visible on the right.
- 3**: 'Emails' section, showing 'Confirmation Email to Registrants: Send upon registration', 'No reminder email to Attendees and Panelists', 'Follow-up Email to Attendees: Send 1 Day after the session', and 'No follow-up email to Absentees'. Each row has an 'Edit' link on the right.
- 4**: 'Engage Your Attendees' section, showing 'Polls: No polls.' and 'Survey: No survey.'. Each row has an 'Edit' link on the right.

2. Present your webinar

Now that your webinar is scheduled and you've practiced it to perfection, it's time to present.

On the "My Webinars" page, find the webinar you want to begin and click "Start"



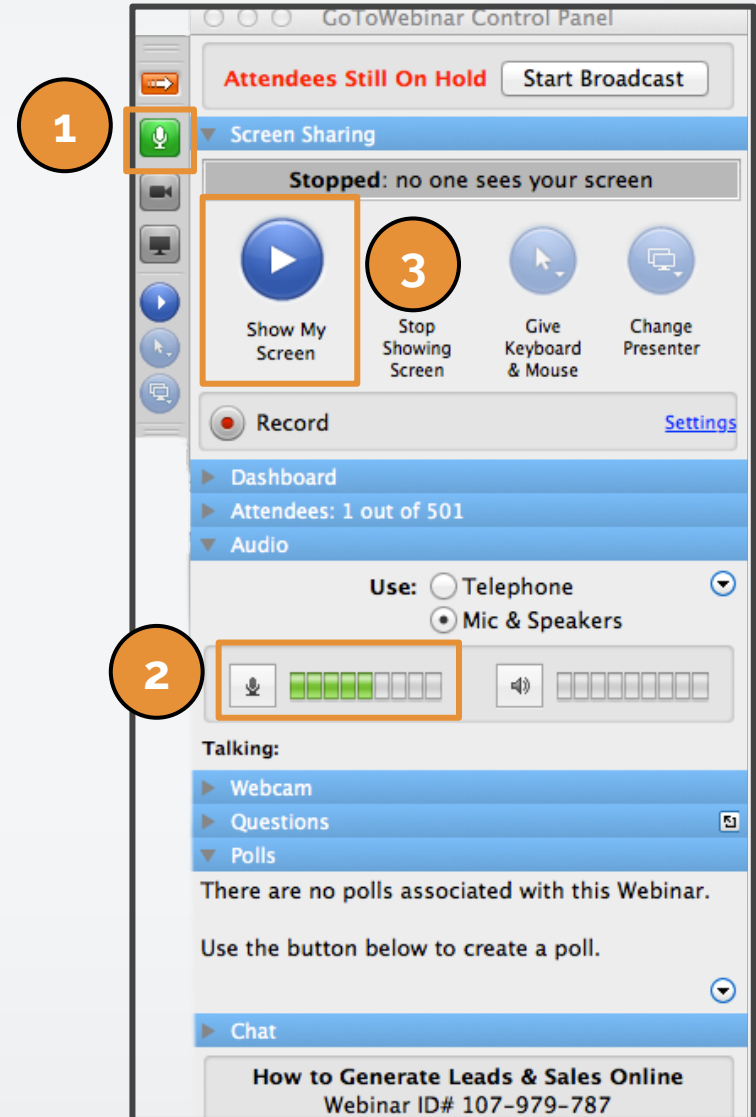
If prompted, click "Yes" or "Launch Application" to accept the GoToWebinar download.

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The GoToWebinar Application will now launch.

On the GoToWebinar control panel...

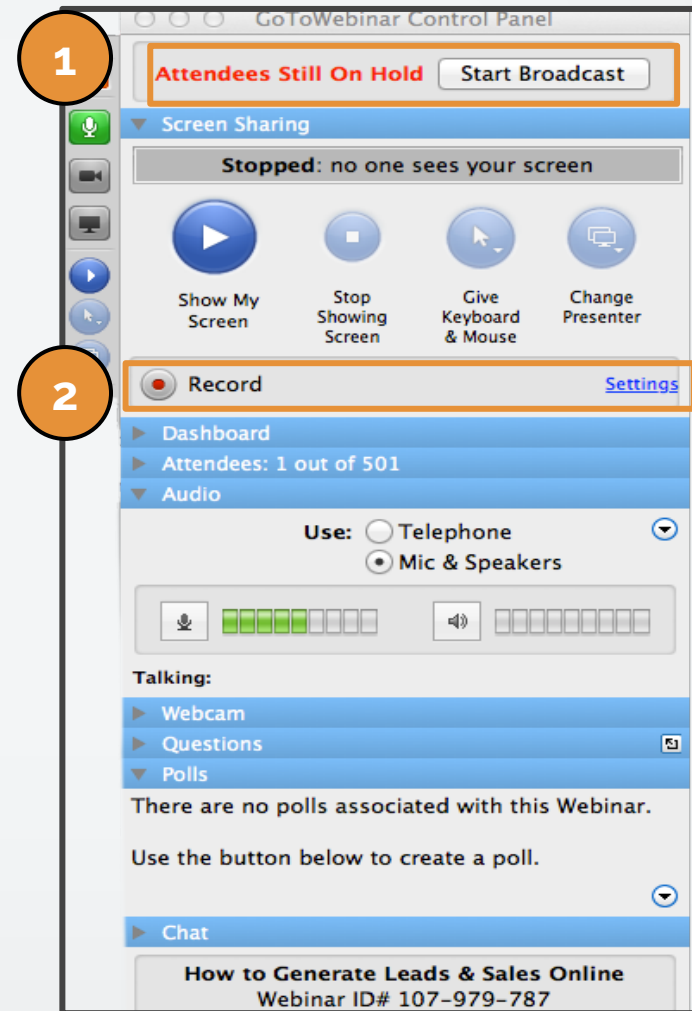
1. You can check that your audio is working if the microphone on the left sidebar goes green.
2. You can also see that the microphone volume meter will flicker green.
3. Select show my screen when you are ready for attendees to see your presentation (and all of your other applications are closed).



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Still on the GoToWebinar Control Panel...

1. Although attendees can now see your screen they are still on hold. Select “Start Broadcast” to start your presentation. Attendees can now see and hear what you have to say.
2. If you want to record your webinar for future on-demand viewing, hit “Record.” By hitting the blue “Settings” button to the right you can choose where you want to save the recording download on your computer.



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This is how your control panel should appear during your webinar:

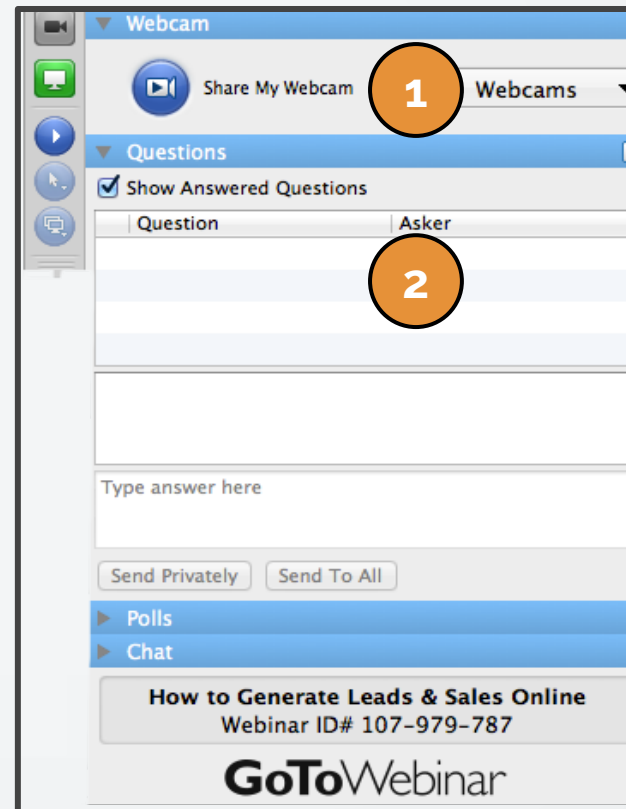
Note...

1. “Start Broadcast” has been replaced with “On Air: Showing screen.”
2. The play button for “Show My Screen” is now a pause button. The small computer icon in the lefthand sidebar is green indicating attendees can see your screen.
3. It says “Recording” in red and states that the session is being recorded at the bottom of the control panel.
4. The audio button is green and the microphone volume meter is active.



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1. If at any point during the webinar you decide to switch to showing your face (such as during Q & A), select Webcam, “Share My Webcam.”
2. Under the questions panel you can see what people are asking and type responses. But, its better to answer questions live with audio instead of typing answers and even better to answer with live video.



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On the control panel you can launch any polls that you have created for your webinar. This is where you can also choose to share the results with the audience.

This is how a poll will appear to an attendee of your webinar:



▼ Polls

What is the biggest challenge you ↕ Close Poll

Attendees are now viewing: Poll in Progress

0% It's too time consuming
0% I have not found any effective strat...
0% I struggle to turn existing visitors i...
0% I don't know how to accurately calc...

0:17 0% Voted ▼

QUICKPOLL

What is the biggest challenge you face generating leads online?

Select one of the following:

It's too time consuming.
 I have not found any effective strategies.
 I struggle to turn existing visitors into leads.
 I don't know how to accurately calculate ROI for leads.

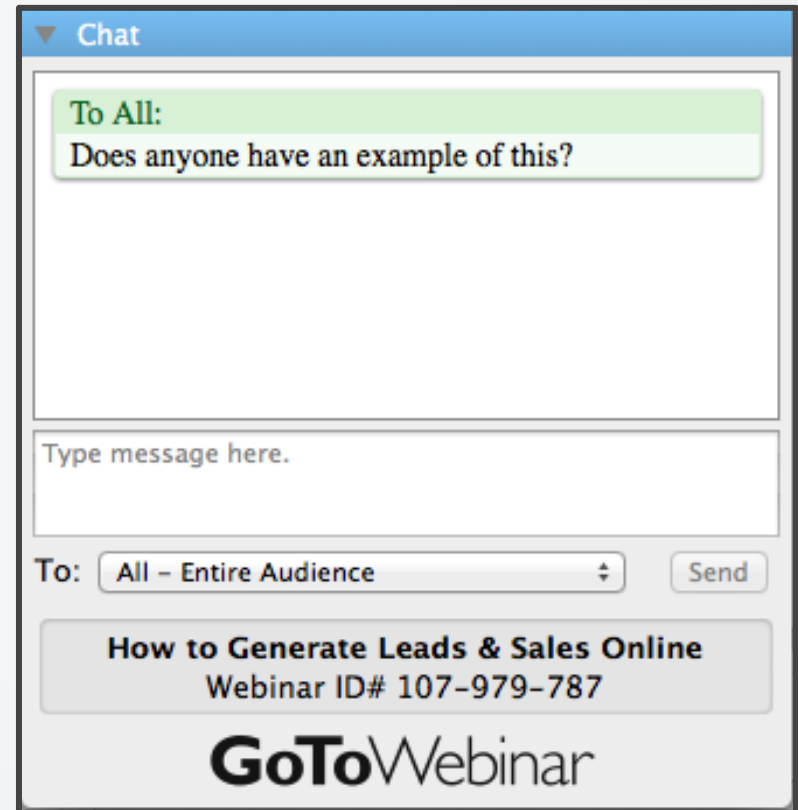
Poll in progress for attendees only.

Submit

Last but not least...

At the bottom of your control panel you can choose to start a live chat with your audience to increase their engagement.

You may want to ask your assistant to monitor the live chat as you present your webinar.



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Once your webinar is complete, exit out of the control panel. GoToWebinar will ask you if you are sure you want to exit out of the webinar, select “Yes.”

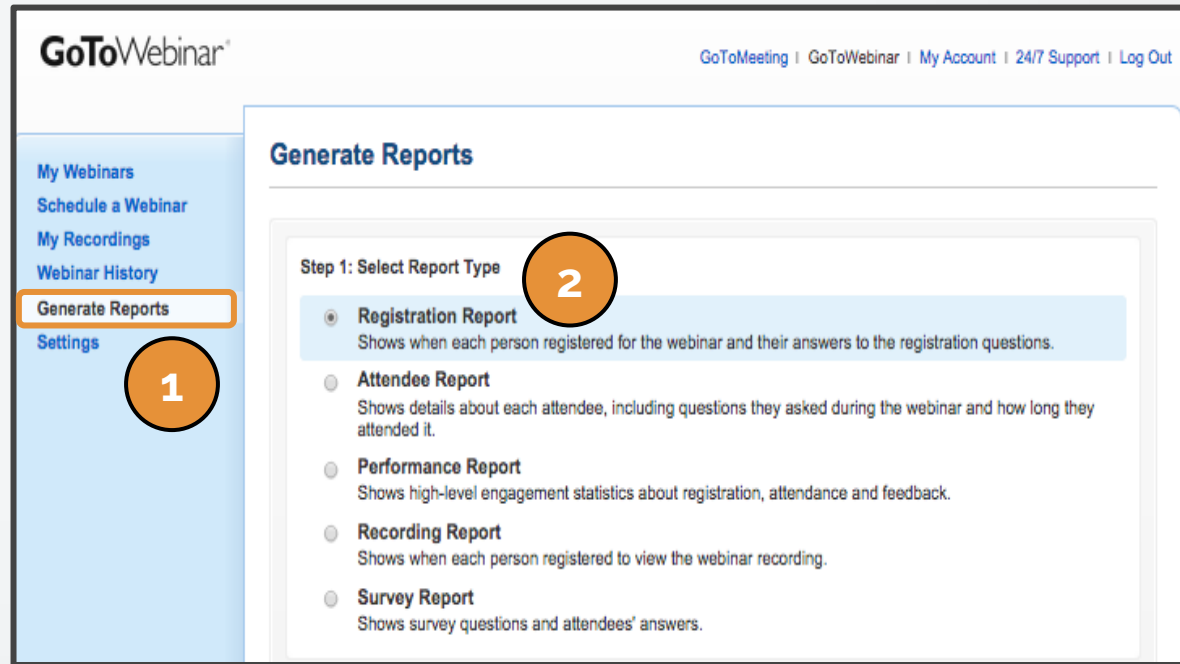
Lastly it will ask you to convert your recording (as seen below). This will allow you to publish it in the future for participants to view again or for others to watch who couldn't attend the webinar live.



3. Create Post-Webinar Reports

As a webinar organizer, you can get detailed webinar information using the Generate Reports feature.

1. In the left sidebar select “Generate Reports.”
2. You can then choose the type of report you would like to download.



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Still in the “Generate Reports” tab...

1. Choose a date range for which you would like to select a webinar.
2. Select the webinar you want the specific report on.
3. Select the report format (Excel vs Comma-separated values).
4. Hit “Generate Report” and the file will automatically begin downloading.

The screenshot shows a multi-step web form for generating reports. It is divided into four sections, each with a numbered callout (1-4) in an orange circle on the left side of the image.

- Step 2: Choose a Date Range** (Callout 1): This section contains a radio button for 'Within:' with a dropdown menu set to 'Last 7 Days'. Below it are two radio buttons for 'From:' and 'To:', each followed by a text input field with the placeholder 'mm/dd/yy'. A 'Show Webinars' button is located below these fields.
- Step 3: Select Webinar** (Callout 2): This section features a table with four columns: 'Date', 'Time', 'Title', and 'Registrants'. There are three rows of data, each with a radio button in the first column. Below the table is an information icon and a note: 'If a webinar has just finished, it may be up to 15 minutes before its reports are available.'
- Step 4: Select Report Format** (Callout 3): This section contains two radio buttons: 'Excel (.XLS)' (which is selected) and 'Comma-separated values (.CSV)'.
- Callout 4** (Callout 4): A 'Generate Report' button is located at the bottom of the form, highlighted with an orange border.

Date	Time	Title	Registrants
Sep 25, 2014	10:00 AM PDT	Las 5 mejores técnicas para ganar ciento...	606
Sep 25, 2014	7:00 AM PDT	5 estratégias comprovadas para você con...	742
Sep 24, 2014	11:00 AM PDT	5 Proven Strategies To Get You Thousan...	1165

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If you have any questions, feel free to send an email to support@wishpond.com. We have a fantastic support team that truly loves helping our readers.

Or, book [a one-on-one conversation](#) with one of our marketing success leads and they can help you out.

Thanks for reading!