

wishpond HOW-TO

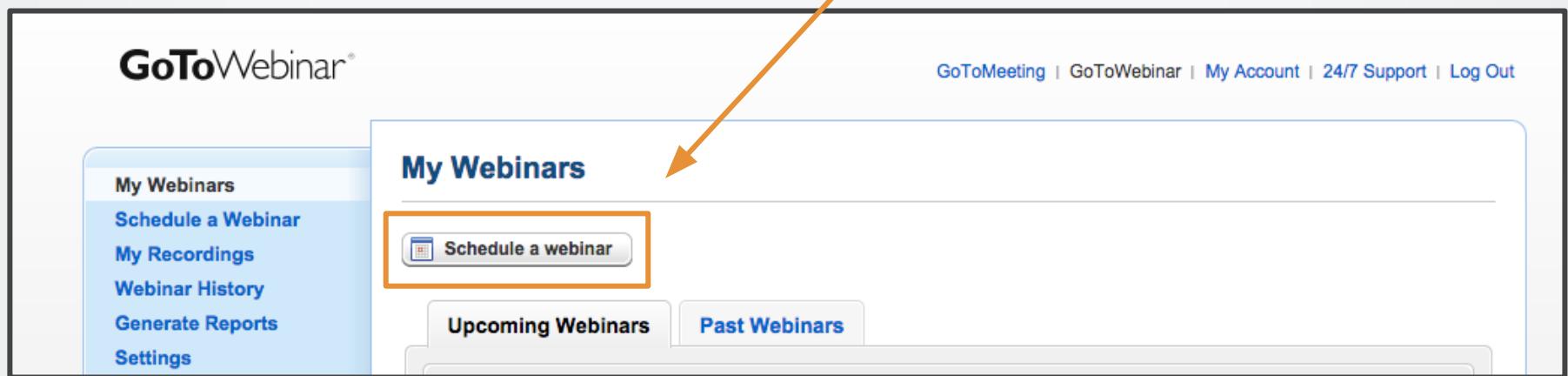
How To Host a Webinar With GoToWebinar



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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.”

The screenshot shows the 'Schedule a Webinar' interface. On the left, a sidebar menu includes 'My Webinars' (selected), 'Schedule a Webinar' (highlighted in blue), 'My Recordings', 'Webinar History', 'Generate Reports', and 'Settings'. To the right, the main form has the following fields:

- 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:** Wed, Dec 3, 2014
- Start Time:** 11:00 AM
- End Time:** 12:00 PM
- Webinar Time Zone:** (GMT-08:00) Pacific Time (US and Canada); Tijuana
- Schedule** button (highlighted with a yellow border)

Four orange circles with numbers 1, 2, 3, and 4 are overlaid on the sidebar and the 'Schedule' button, corresponding to the steps listed in the text above.

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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 shows the "Manage Webinar" page from the Wishpond platform. On the left, there's a sidebar with links: My Webinars, Schedule a Webinar, My Recordings, Webinar History, Generate Reports, and Settings. The main content area has a header "My Webinars > Manage Webinar" and a title "Manage Webinar". Below the title are buttons for "Share", "Schedule Similar Webinar", and "Cancel Webinar". A "Start" button is also visible. The page is divided into sections: "Set Up Your Webinar" (Title: How to Generate Leads & Sales Online, Date and Time: Tue, Sep 30, 2014 4:38 PM - 5:38 PM PDT, Add to Calendar), "Audio" (Participants can use their computer's microphone and speakers (VoIP) or telephone. Canada, Toll: +1 (647) 497-9389, Access Code: 664-854-000, Audio PIN: Shown after joining the webinar), "Branding" (Customize the branding for this webinar), and "Panelists" (No panelists). Three orange circles with numbers 1, 2, and 3 are overlaid on the "Audio", "Branding", and "Panelists" sections respectively, pointing to the "Edit" buttons.

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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' section of a web-based management interface. It includes fields for sharing the webinar, registration settings, tracking registrants, and managing emails. Orange circles numbered 1 through 4 point to specific sections: 1 points to the 'Share Your Webinar' header; 2 points to the 'Registration Settings' section; 3 points to the 'Emails' section; and 4 points to the 'Engage Your Attendees' section.

Share Your Webinar

Invite Your Attendees
Registration URL: <https://attendee.gotowebinar.com/register/3409706865515209986>
Webinar ID: 153-428-819

[Email Me the Invitation](#) [Copy Webinar Information](#)

Registration Settings
Registrant Limit: 5,000
Notification: No

Tracking Registrants
Registrants: 0
Automatically Approved

Emails
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
No follow-up email to Absentees.

Engage Your Attendees

Polls
No polls.

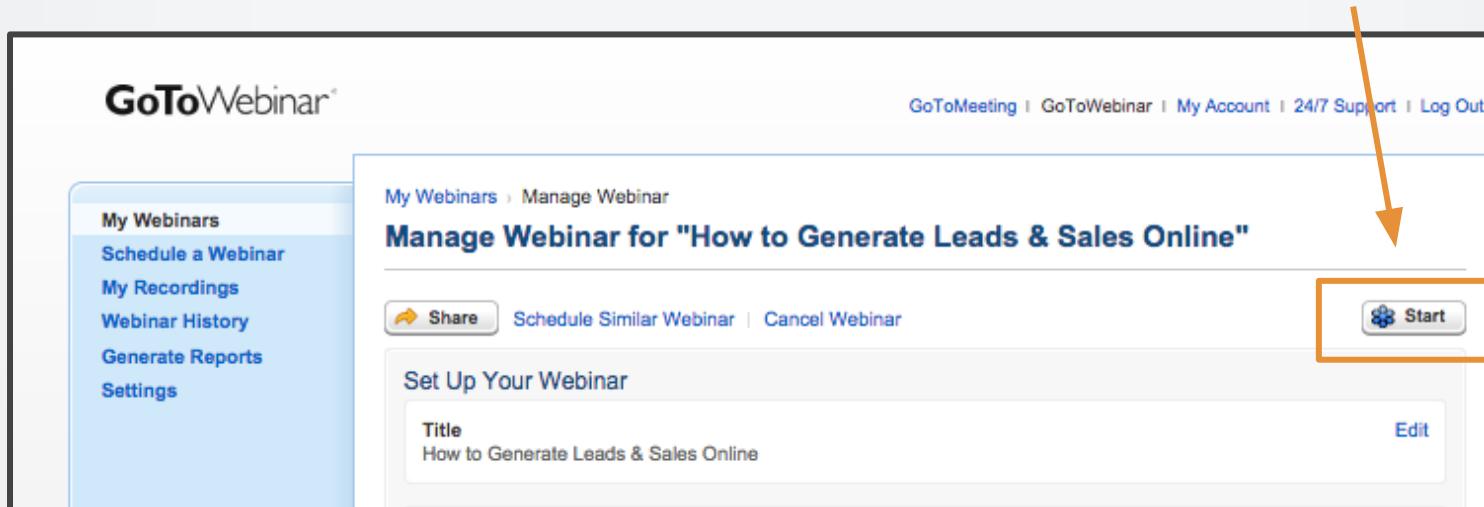
Survey
No survey.

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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...

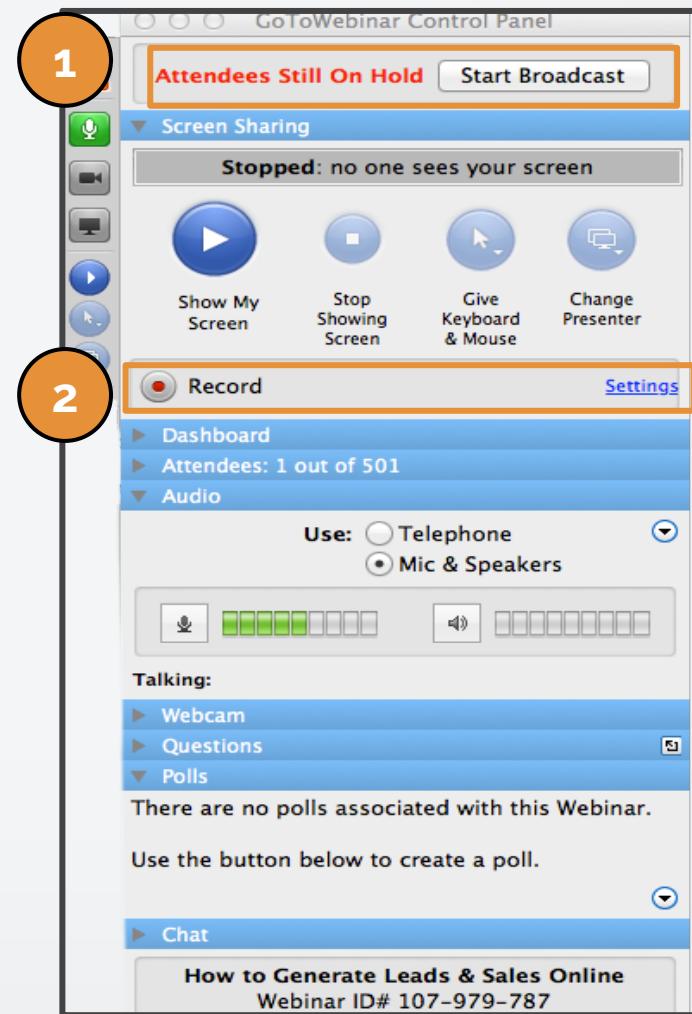
1. You can check that your audio is working if the microphone on the left sidebar goes green.
2. You can also see that the microphone volume meter will flicker green.
3. Select show my screen when you are ready for attendees to see your presentation (and all of your other applications are closed).



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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.

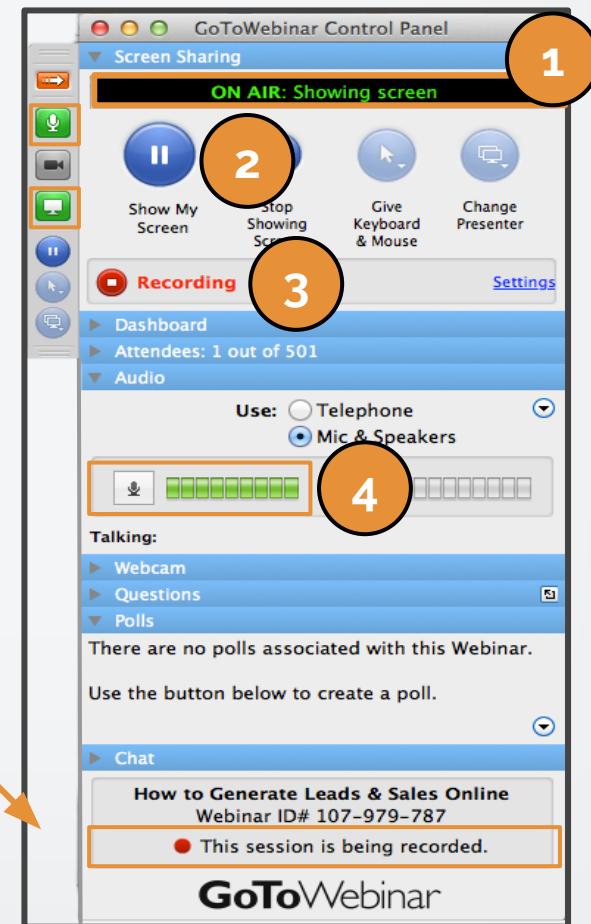


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This is how your control panel should appear during your webinar:

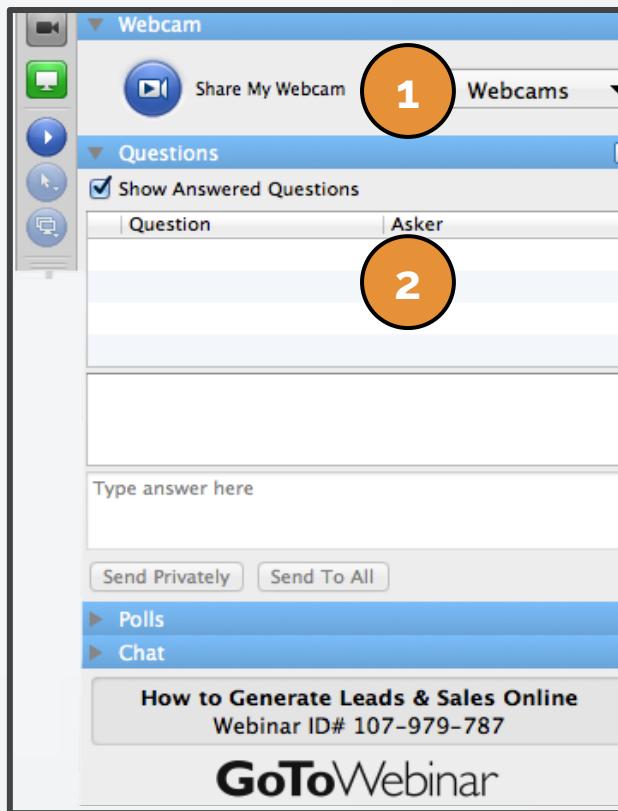
Note...

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.

The screenshot shows a 'Polls' section in the Wishpond control panel. A poll titled 'What is the biggest challenge you face generating leads online?' is displayed. The poll has four options: 'It's too time consuming', 'I have not found any effective strategies.', 'I struggle to turn existing visitors into leads.', and 'I don't know how to accurately calculate ROI for leads.'. Below the poll, it says '0:17' and '0% Voted'.

Option	Percentage
It's too time consuming	0%
I have not found any effective strategies.	0%
I struggle to turn existing visitors into leads.	0%
I don't know how to accurately calculate ROI for leads.	0%

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



The screenshot shows the attendee view of the poll. It is titled 'QUICKPOLL' and asks 'What is the biggest challenge you face generating leads online?'. Below the question, it says 'Select one of the following:' followed by four options: 'It's too time consuming.', 'I have not found any effective strategies.', 'I struggle to turn existing visitors into leads.', and 'I don't know how to accurately calculate ROI for leads.'. At the bottom, it says 'Poll in progress for attendees only.' and has a 'Submit' button.

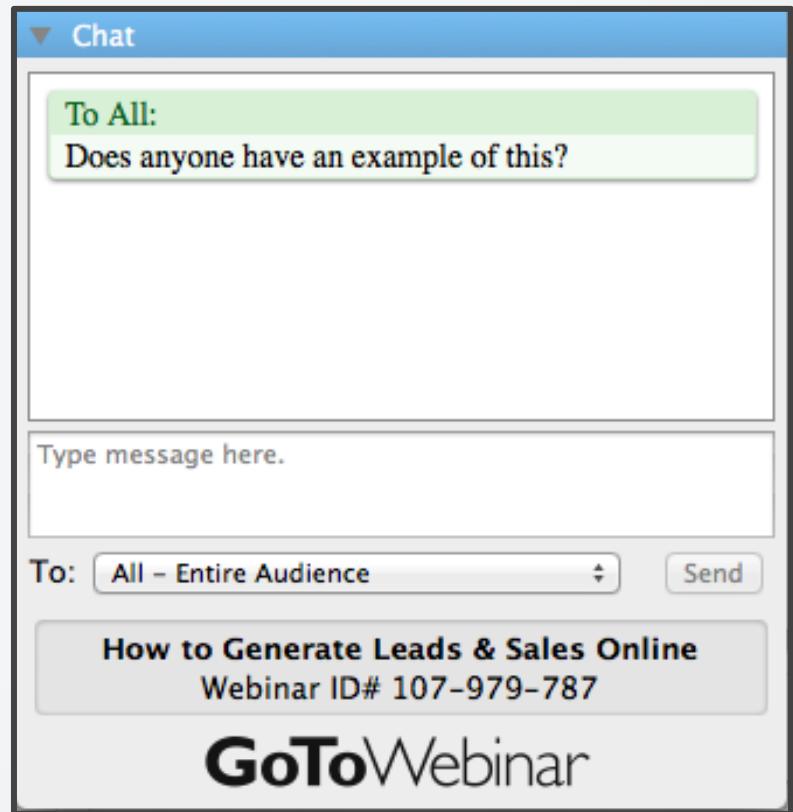
Option
It's too time consuming.
I have not found any effective strategies.
I struggle to turn existing visitors into leads.
I don't know how to accurately calculate ROI for leads.

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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.

The screenshot shows the GoToWebinar dashboard. On the left, there's a sidebar with links: My Webinars, Schedule a Webinar, My Recordings, Webinar History, **Generate Reports** (which is highlighted with a large orange circle and the number 1), and Settings. The main content area is titled "Generate Reports". It has a sub-section titled "Step 1: Select Report Type" which lists five options: Registration Report (selected, highlighted with a large orange circle and the number 2), Attendee Report, Performance Report, Recording Report, and Survey Report. Each option has a brief description below it.

Report Type	Description
Registration Report	Shows when each person registered for the webinar and their answers to the registration questions.
Attendee Report	Shows details about each attendee, including questions they asked during the webinar and how long they attended it.
Performance Report	Shows high-level engagement statistics about registration, attendance and feedback.
Recording Report	Shows when each person registered to view the webinar recording.
Survey Report	Shows survey questions and attendees' answers.

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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 user interface for generating reports. It consists of four main sections, each with a large orange circle containing a number indicating the step:

- Step 2: Choose a Date Range**: A section where the user can choose a date range. The "Within" dropdown is set to "Last 7 Days". There are also "From" and "To" fields for specifying a custom date range. A "Show Webinars" button is present.
- Step 3: Select Webinar**: A table listing webinars. The columns are Date, Time, Title, and Registrants. Three webinars are listed:

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

A note below the table states: "If a webinar has just finished, it may be up to 15 minutes before its reports are available."
- Step 4: Select Report Format**: A section where the user can choose the report format. "Excel (.XLS)" is selected, while "Comma-separated values (.CSV)" is also available.
- Generate Report**: A large orange button at the bottom of the interface.

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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!