wishpond HOW-TO

How To Host a Webinar With GoToWebinar

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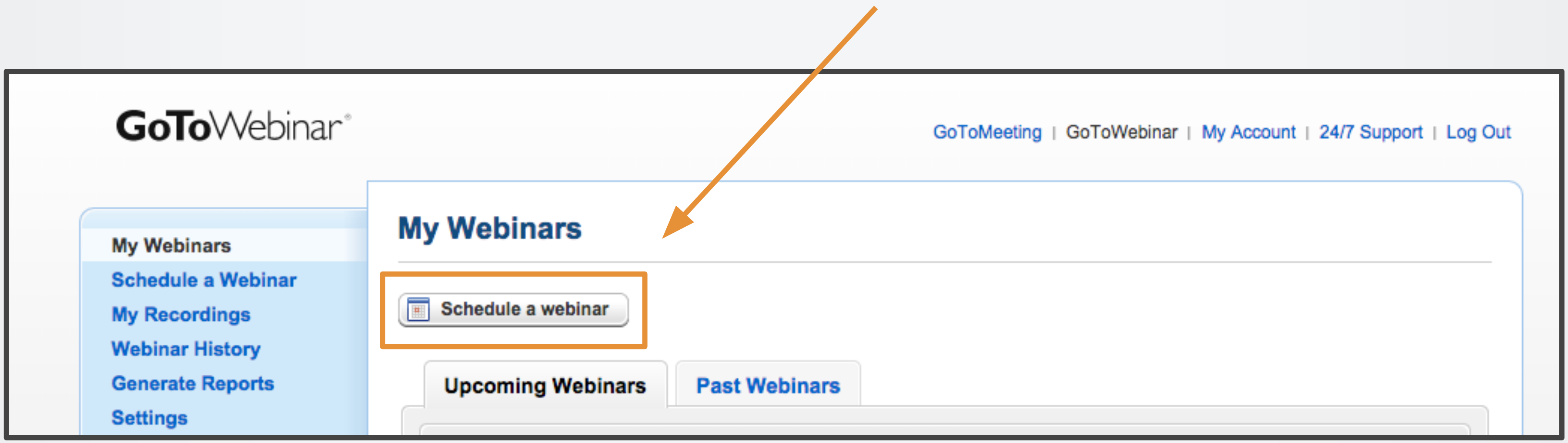
1. Schedule your webinar

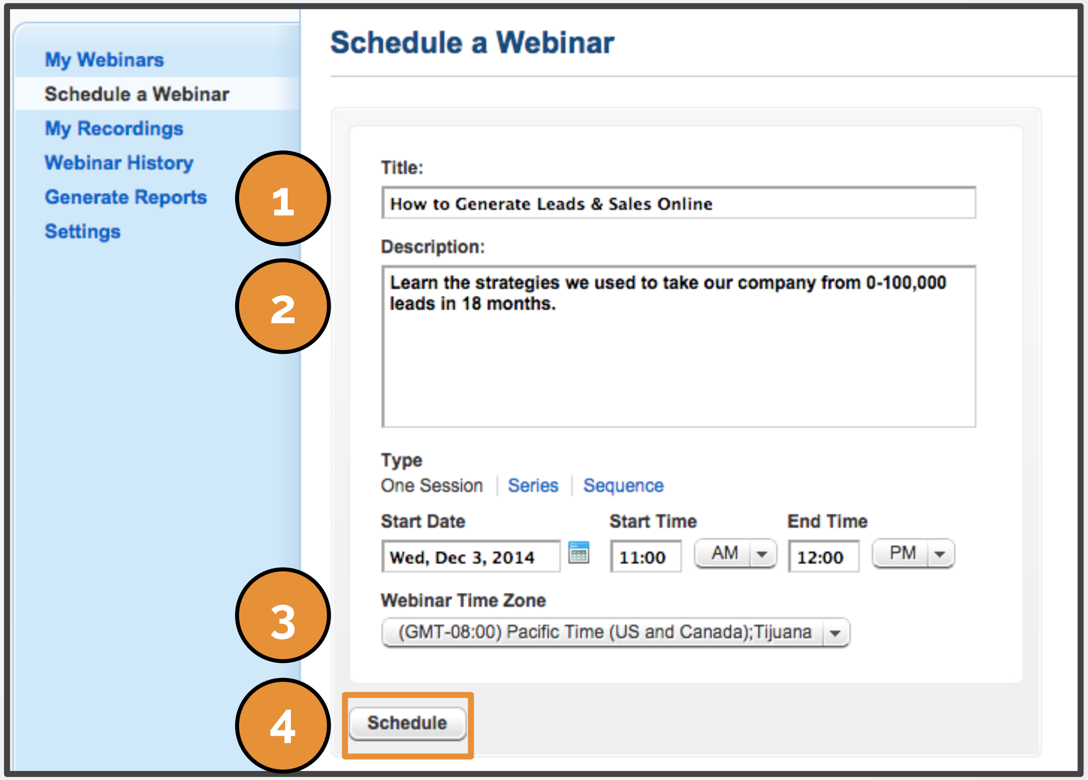
The first thing you need to do is schedule your webinar on GoToWebinar. Log in to your account and select “Schedule a webinar.”



Next, you will be taken to the scheduling page.

Enter the details for your specific webinar:

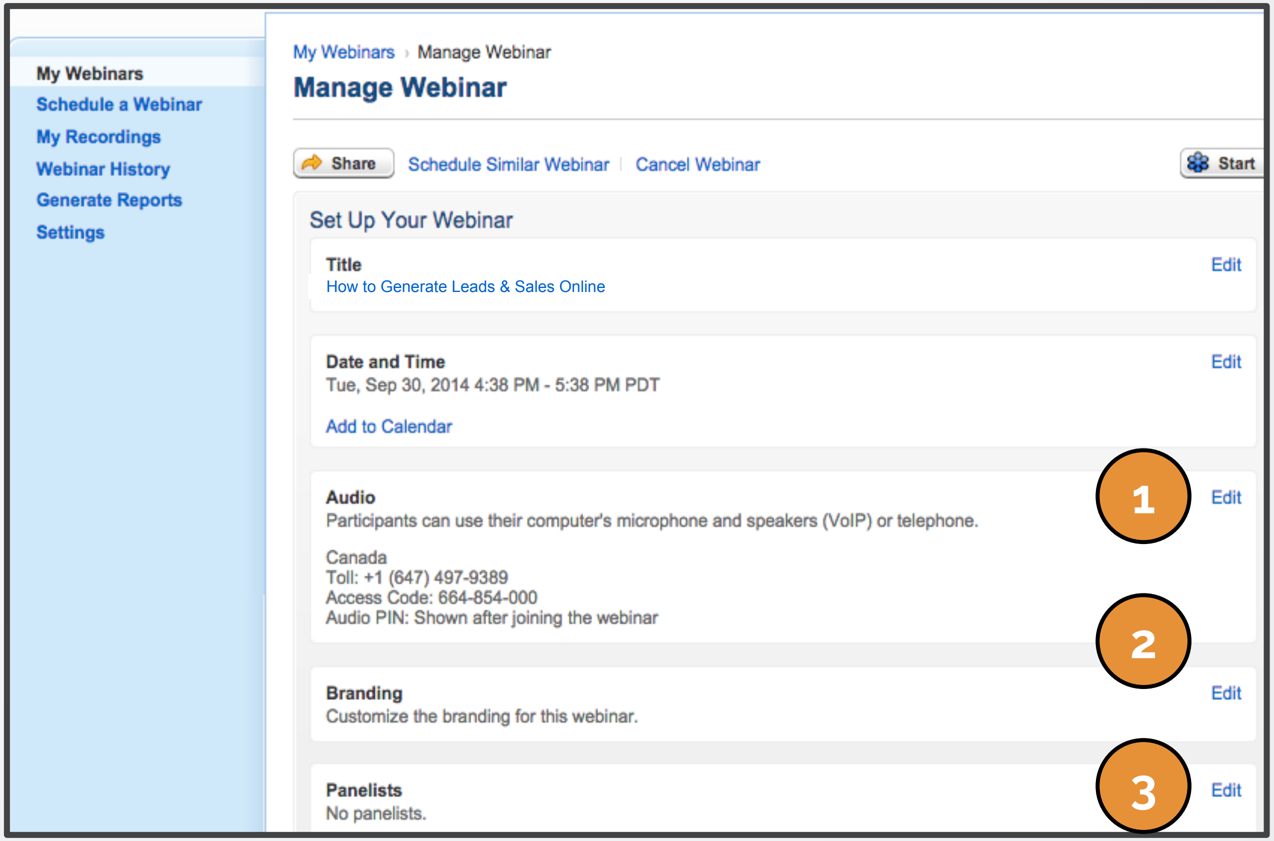
1. Enter the title of your new webinar.
2. Enter a description about what attendees can expect to learn at the webinar.
3. Select the date of the webinar, the time, and your timezone.
4. Hit "Schedule."



You will then arrive at the "Manage Webinar" page.

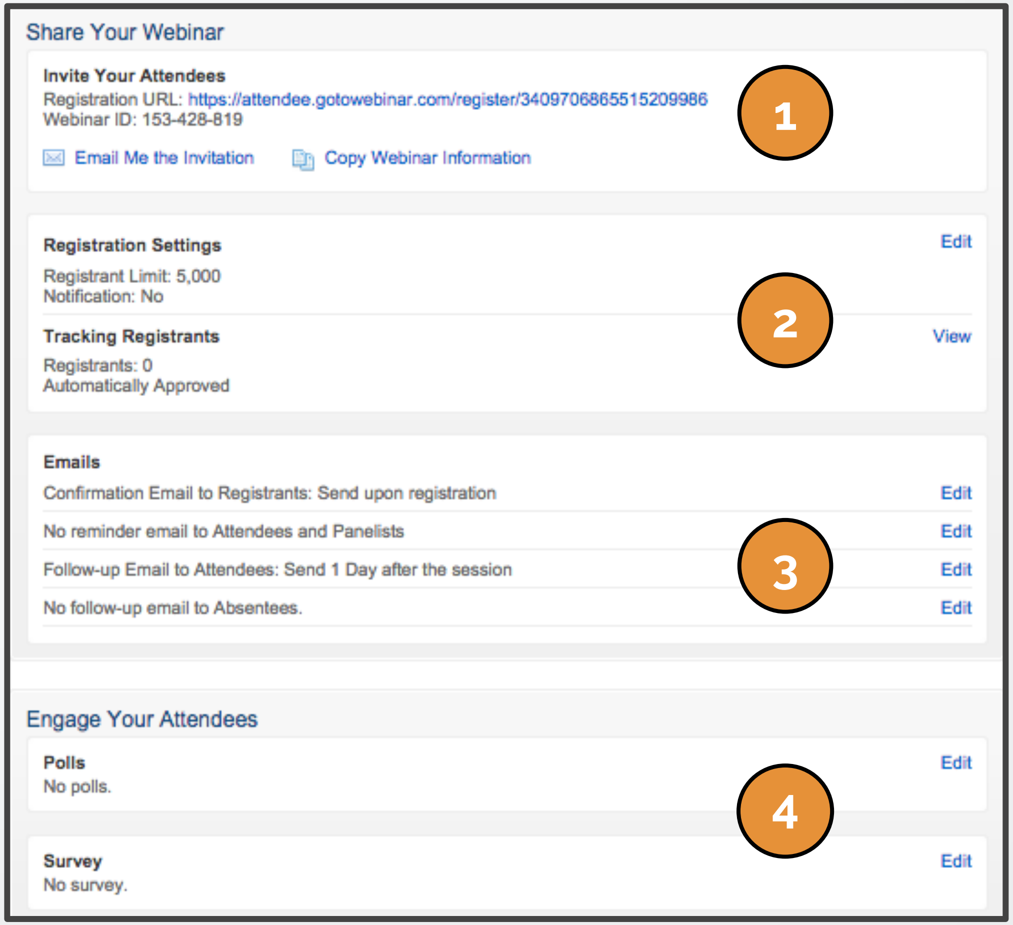
On this page you can:

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."



Still on the “Manage Webinar” page you can:

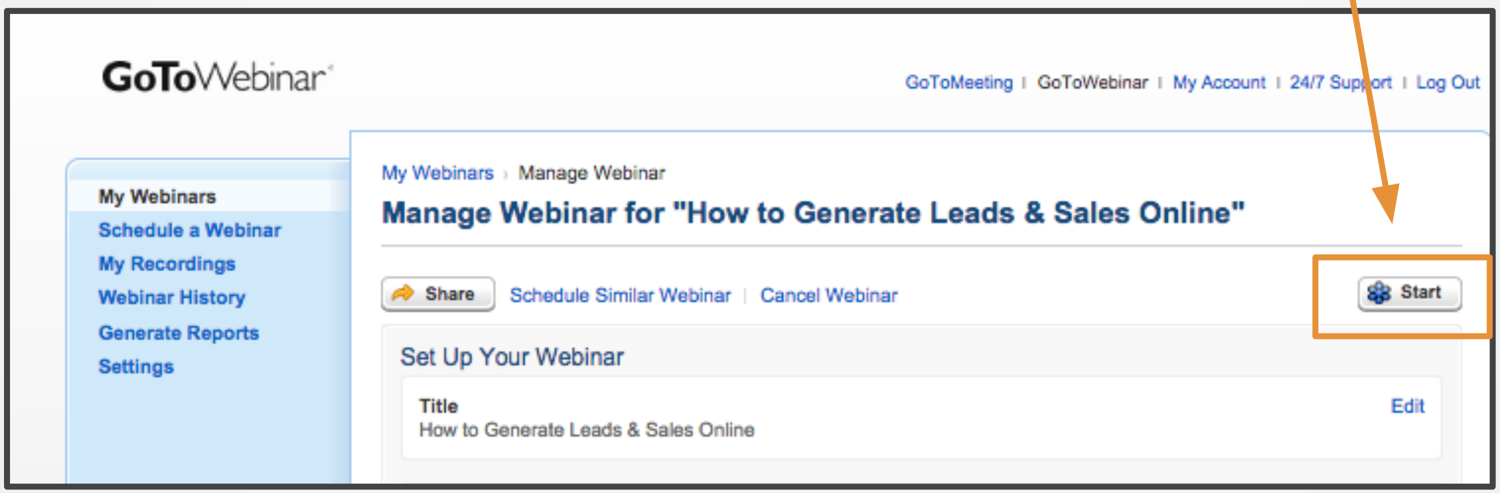
1. Find your registration URL and ID and view your webinar invitation.
2. Edit your registration settings and monitor how your track registrants.
3. Edit the email settings for your webinar. Choose whether you want to send confirmation and follow-up emails to registrants.
4. Choose to engage your attendees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



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.

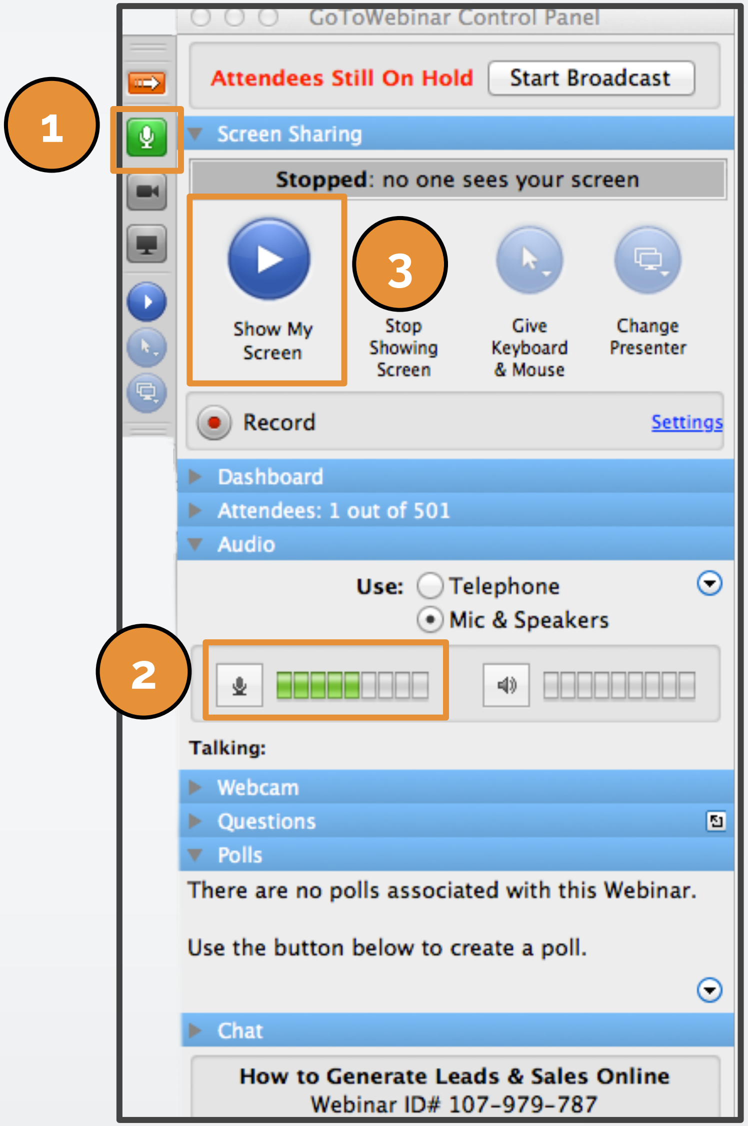
The GoToWebinar Application will now launch.

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.

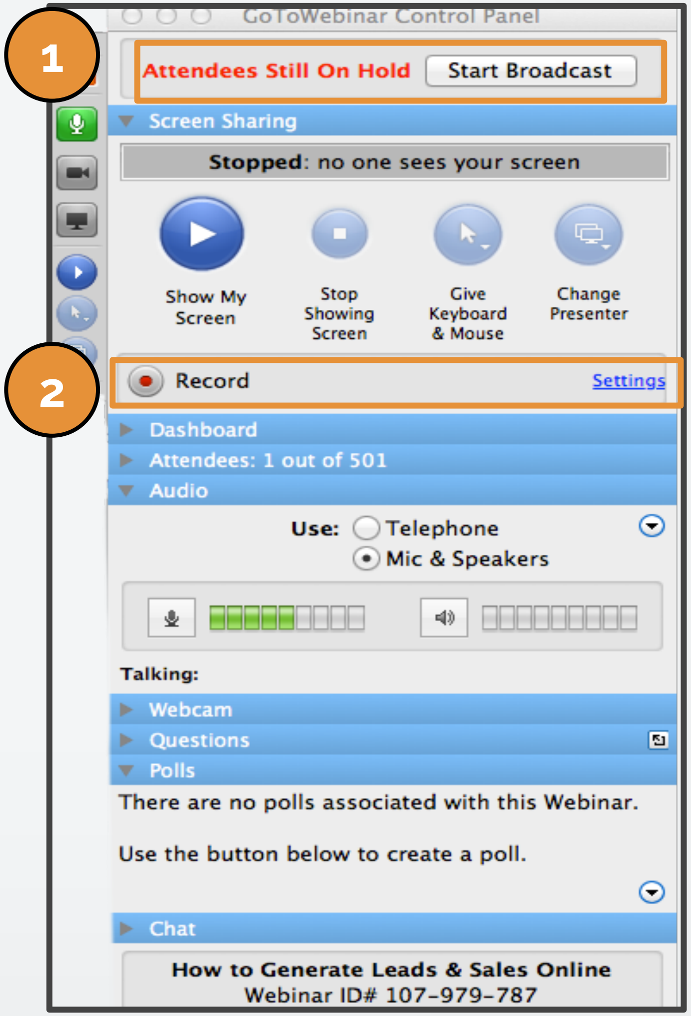
3. Select show my screen when you are ready for attendees to see your presentation (and all of your other applications are closed).



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.”

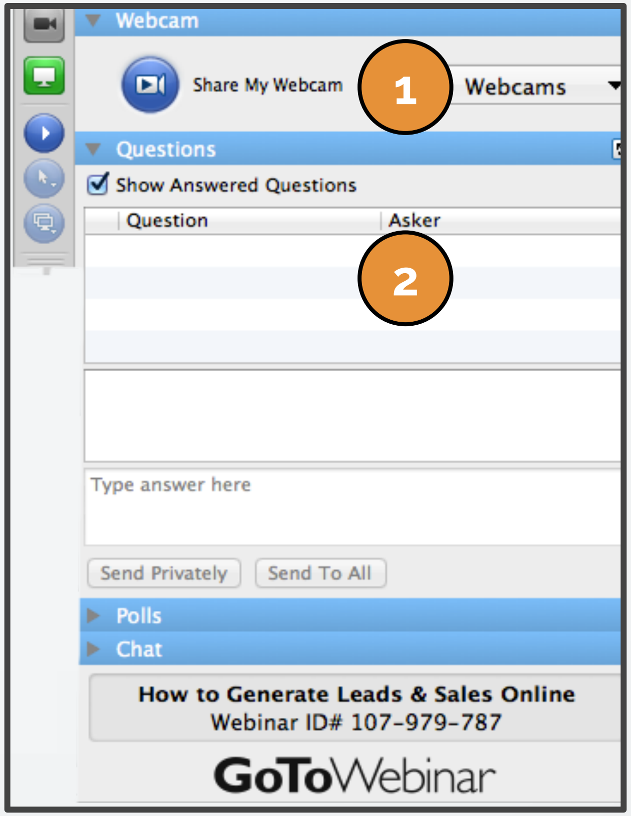
2. The play button for “Show My Screen” is now a pause button. The small computer icon in the lefthand sidebar is green indicating attendees can see your screen.

3. It says “Recording” in red and states that the session is being recorded at the bottom of the control panel.

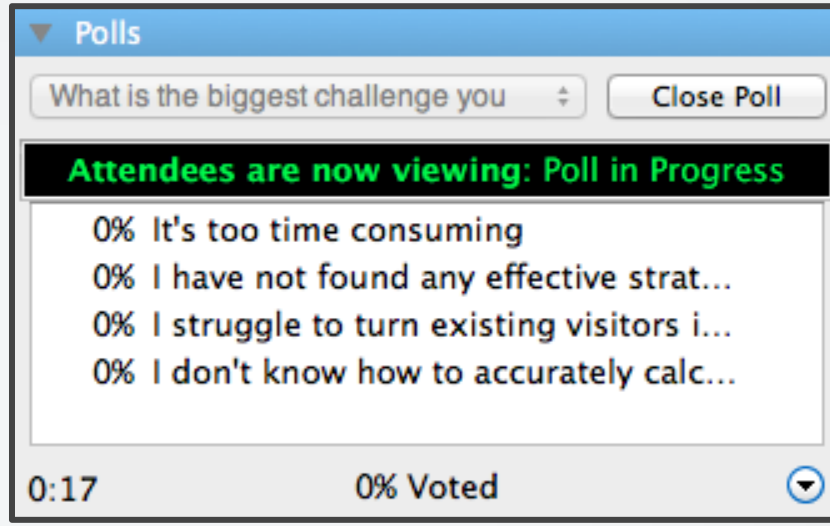
4. The audio button is green and the microphone volume meter is active.

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.”

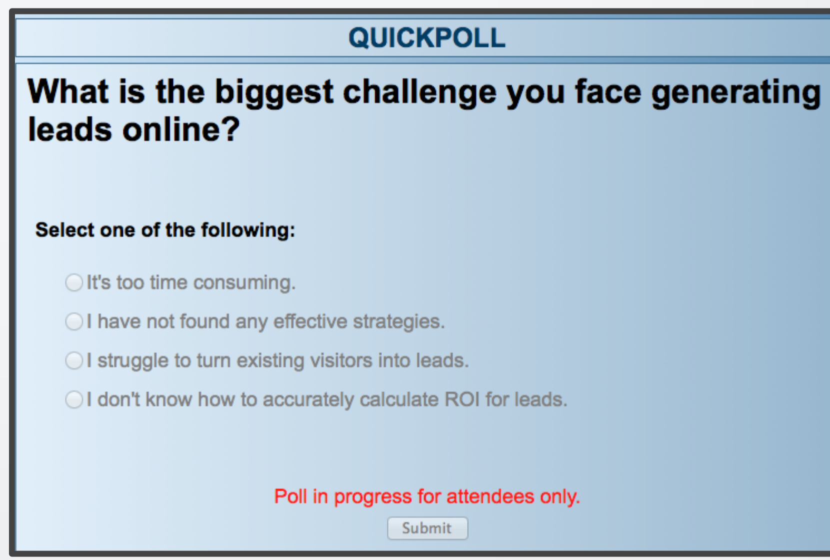
2. Under the questions panel you can see what people are asking and type responses. But, its better to answer questions live with audio instead of typing answers and even better to answer with live video.



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.



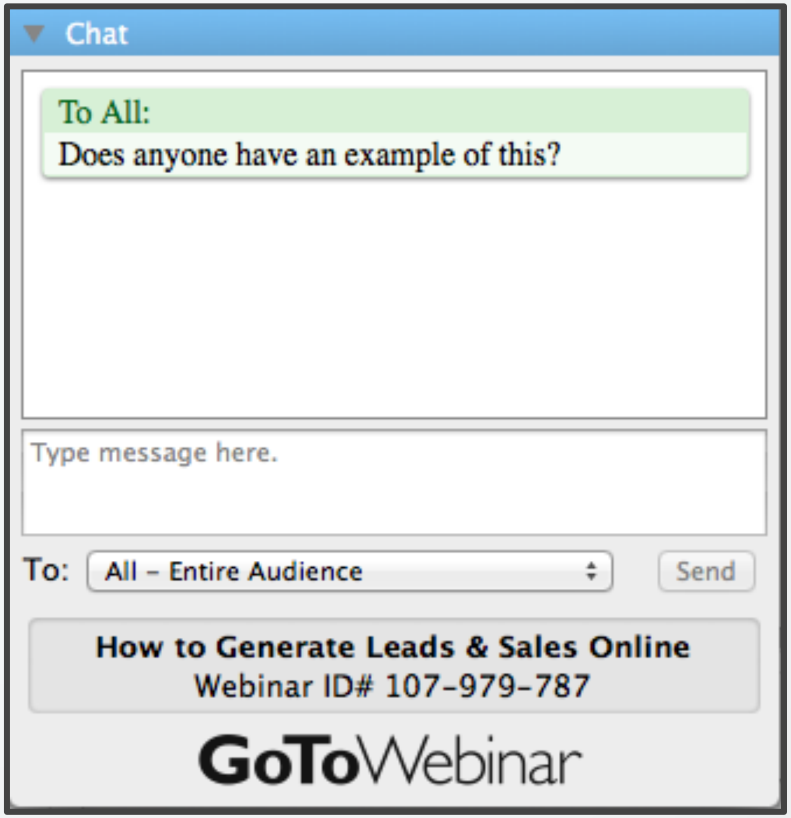
This is how a poll will appear to an attendee of your webinar:



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.



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

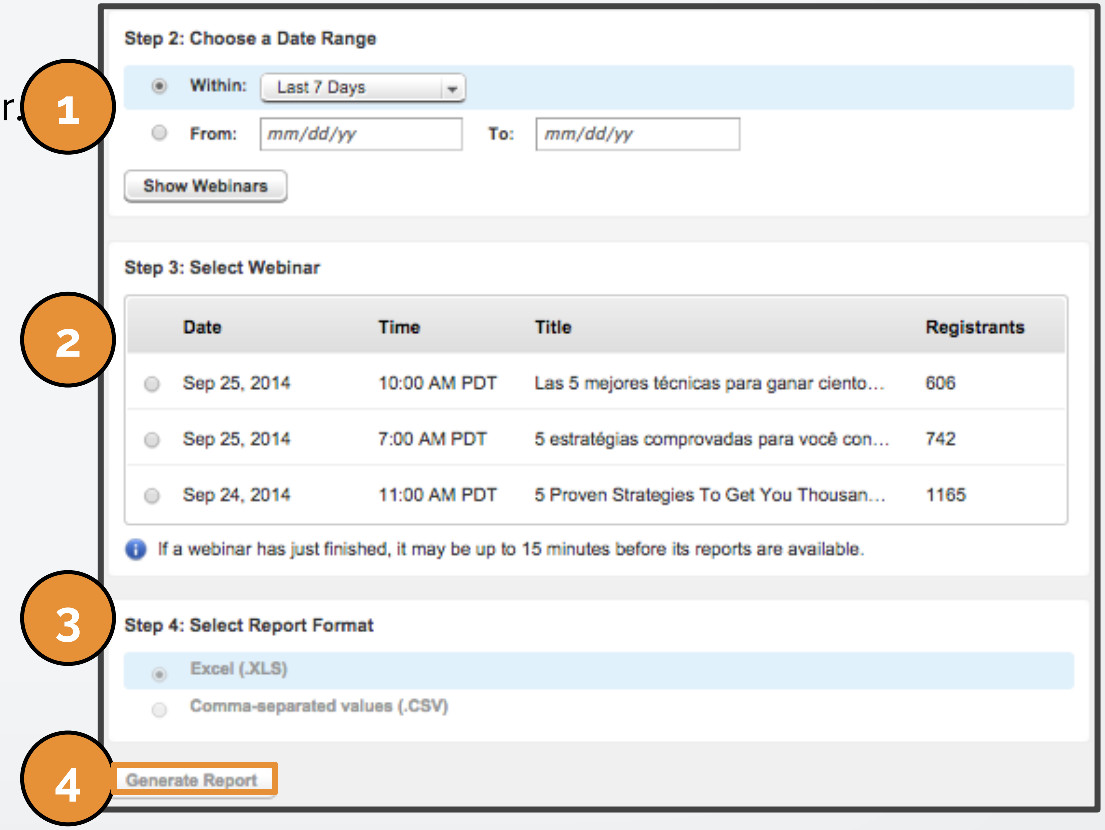
As a webinar organizer, you can get detailed webinar information using the Generate Reports feature.

1. In the left sidebar select "Generate Reports."

2. You can then choose the type of report you would like to download.

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.



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!