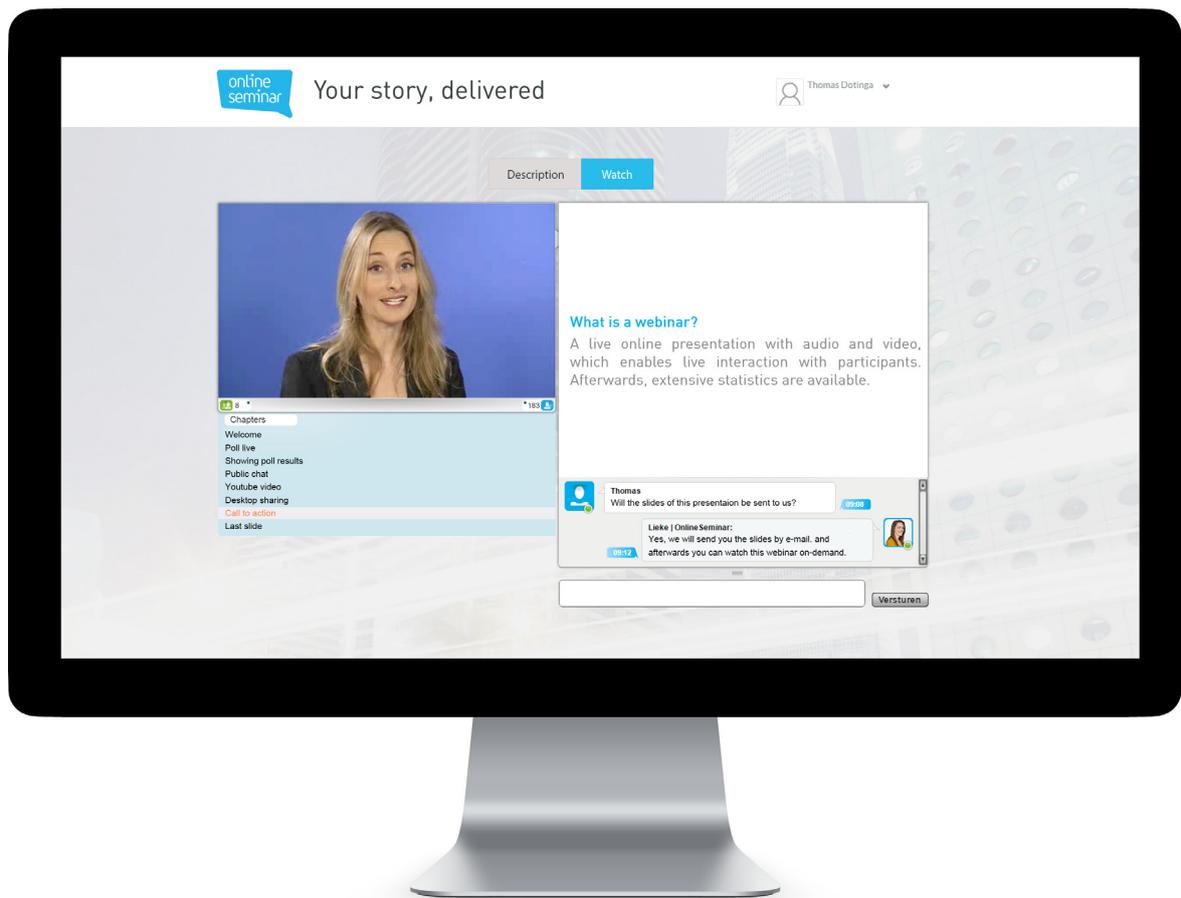




online  
seminar

Your story, delivered



## What is a webinar?

A webinar is a live online presentation that can simultaneously be followed by thousands of participants from any location. You closely involve your participants with your story, while you save valuable time and money for you and your participants. Afterwards you will receive detailed statistics about the level of engagement of your participants.

### Interactive conversion

Mobilise interested parties. Your participants will not only just watch and listen to your webinar, they will be triggered to directly respond and ask questions. Present your product and generate leads by using call-to-action functions.

### Engaged audience

Increase engagement of your target audience by listening to them. The chat function enables you to ask your participants for live feedback and input during the webinar, or present multiple choice questions in polls. In addition, use webinar statistics for your follow-up.

# 1001 applications

A webinar can be an added value to your organisation in many ways. OnlineSeminar consults with you to develop with the most effective solution for your webinar. Because our platform is continuously updated, we can offer you the most innovative features to enrich your webinar.



## Online training & e-learning

Host a live training and show directly what you are presenting by using the desktop share functionality. Furthermore, you can immediately test the acquired knowledge by means of poll questions and a concluding examination.

## Internal communications

Present your new product line or next quarter's strategy in a webinar that is accessible by invitation only. Share confidential information securely, wherever your employees are in the world.



## Content marketing

Share your knowledge with your target audience. An informative presentation with PowerPoint, PDF files and video content is not only beneficial during the live broadcast. The webinars are recorded and can be viewed on demand. Use call-to-action functions to generate leads!

# What do we offer?

The OnlineSeminar platform is completely web based and easy to use. You will receive professional guidance and support, but also user training prior to the first webinar. In addition, participants of your webinar will be received in a webinar environment customised to your corporate branding.

Your webinar participants will use an easy-to-follow registration process and can simply attend a webinar on PC, laptop or tablet. Automatically invite your participants for the next webinar at the end of your broadcast!

All data of the webinar broadcast is recorded, which means you will have a wealth of information about your webinar and participants' behavior after the broadcast. Additionally, you will be able to share the recording with an on-demand link to the webinar and the webinar archive.

Set up your webinar in no time with OnlineSeminar's easy-to-use management dashboard. PowerPoint presentations or PDF-slides, YouTube videos, desktop sharing, live chat, and live video and audio are all included. You are in control in determining what to use during your webinar.

Our webinar is completely web based, installing new software will not be necessary in 99% of cases. You can opt for taking matters into your own hands or handing management over to us; the choice is yours.



# Ease of use and possibilities



## Web based

- The OnlineSeminar platform is web based; your webinar can be joined from anywhere in the world
- Your webinar can also be viewed with our iPad and Android app



## Quick registration

- Login with email or social media
- Automated confirmation emails and reminders
- Optional calendar event reminders
- Optional SMS reminders



## Your branding

- Completely tailor-made webinar environment
- All webinar communications in your personal branding



## Studio facility

- OnlineSeminar studio
- In-house studio
- Mobile studio



### Professional support



### Interaction and involvement



### Extensive webinar reports



## Presentation

- PowerPoint or PDF
- Video display (incl. YouTube)
- Desktop sharing
- File sharing
- Full-screen display



## Interaction

- Ask poll questions
- Use call-to-action possibilities
- Show a ticker tape
- Conduct a survey
- Automatically reinvoke participants



## Reports

- Attendance rates
- Replies to poll questions and surveys



## On-demand archive

- Your personal webinar archive
- On-demand viewing and sharing



## Automated follow-up

- Contact details
- Clicks to call-to-action buttons
- Chat history



## Capacity

- Maximum of 5,000 participants
- Unlimited webinar length
- Free or paid participation

# A webinar in 7 steps

It only takes 7 simple steps to set up a webinar. OnlineSeminar's experts will guide you through each of the 3 different stages.

## Set up your webinar



### 1. Set up your webinar in a customised environment

You will provide us with the date, time and number of participants and whether your webinar will be freely accessible or by invitation only.



### 2. Identify your target audience

OnlineSeminar can assist in recruiting participants, with interactive LinkedIn banners or other online promotional resources.



### 3. Invite your webinar participants

Invite participants by distributing the webinar link through email, social media or your website. Your participants automatically receive a reminder.

## Broadcast your webinar



### 4. Broadcast your live webinar

Apart from the presenters, moderators are present during the broadcast to take care of all incoming questions by chat. OnlineSeminar's production team is also present during the webinar broadcast for (technical) support.



### 5. Share your webinar recording

Webinars are recorded and an on-demand link will be available afterwards. Additionally, we will create a webinar archive for your organisation.

## Follow-up to your participants



### 6. Analyse detailed statistics

Gain more insight in, among other things, clicks to call-to-actions, answers to polls and surveys, contact information and participation rate.



### 7. Create a tailor-made follow-up

You can, for instance, automatically invite participants to your next webinar. When you have received clicks on your call-to-action buttons, you can directly contact those participants.

# Service models

OnlineSeminar works with two service models. You can opt for full support of the OnlineSeminar team, or manage the set-up and broadcasting of the webinar yourself.

Whatever option you choose, our webinar platform offers all advanced functionalities by default, such as conformation emails, email and SMS reminders, chat, polls, surveys and desktop sharing.

## Full-service webinars

When choosing for full-service webinars, we will support you during the full webinar procedure. We are present at every broadcast to guide and assist you with technical support. OnlineSeminar also takes care of, the invitations and email and SMS reminders. Our pricing structure is based on three components:

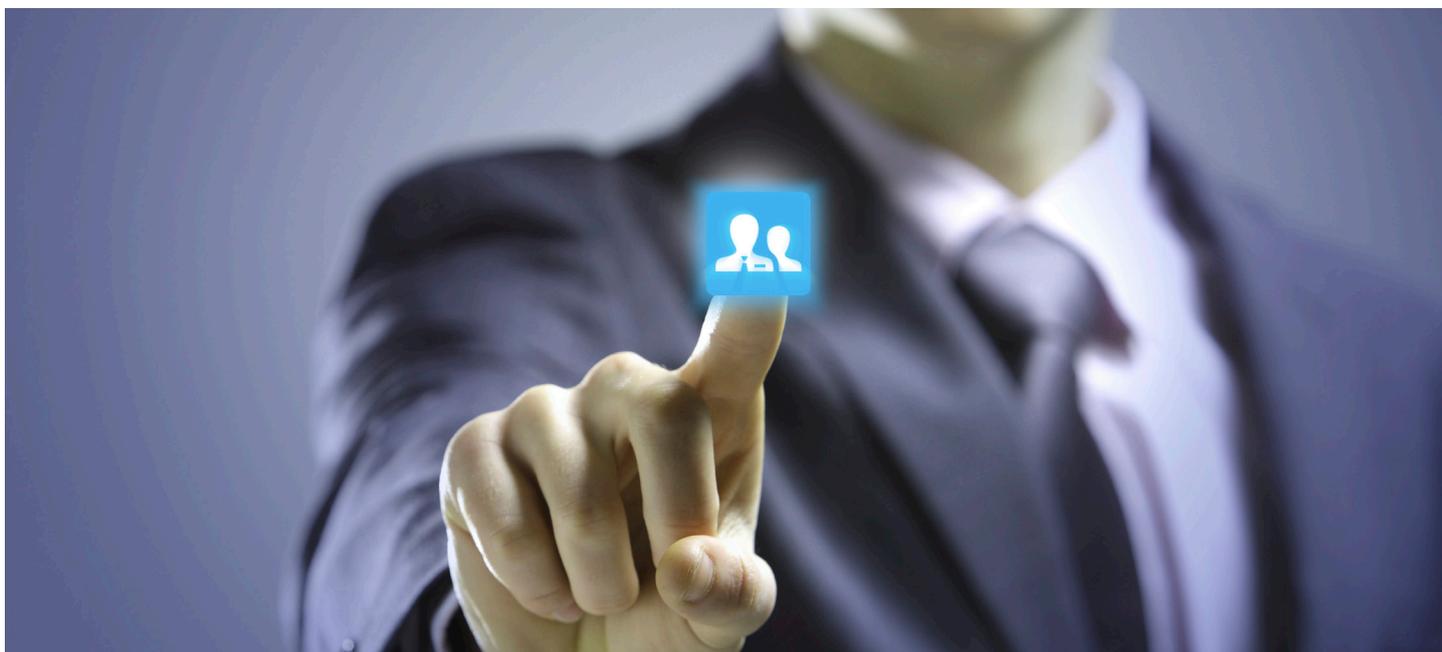
- Webinar price; depending on the amount of participants in the live broadcast.
- Studio facility; broadcast by using one of the studios at OnlineSeminar, our mobile studio, or your in-house studio.
- On-demand link; the webinar recording will be available online for one year.

## Self-service webinars

Do you want to keep full control? That option is also available. As the OnlineSeminar platform is entirely web based, you can set up, broadcast and evaluate on your own.

You can opt for standalone webinars, but a flat-fee contract is also an option. You then keep control of the set-up and broadcast, while having a bulk of webinars available.

Webinars are more than online presentations. Our belief is that your story should truly be understood by your audience. That is what we do, every single day.





## We are OnlineSeminar

We support you in delivering your story, live and interactively. We do this by facilitating webinars through the OnlineSeminar platform. Webinars are seminars or presentations broadcasted live and online, hence our name OnlineSeminar.

A webinar delivers high returns when everything is organised with great attention to detail. That is why we guide you through all the different steps, such as set-up, broadcast en evaluation of your webinar.

We also offer speaker training, support you with your webinar marketing and always evaluate the results in close cooperation.

OnlineSeminar is market leader in interactive webinars in the Netherlands; however, we also facilitate international webinars in many different languages. At this point in time, we offer our webinars in English, German, French, Chinese and, of course, in Dutch.

Call us for all your questions or a specific price.

Dial +31 20 8457405.



Your story, delivered