CFE Media produces, promotes and executes over 50 webcasts a year. Webcast sponsors benefit from the knowledge and expertise of the CFE Media webcast team throughout all stages of the process. The webcast team will manage the whole process—initiating with a kick-off call, running the multi-media promotional campaign, managing the live event, and handling the post-event process. Additionally, the expert editorial team can make recommendations for content enhancement and improvement.

Best Practices for a Custom Webcast

Title and Abstract
The webcast title is a key element in driving email open rates, which directly converts to better registration. A well-written abstract holds the reader's attention and should support the title. Here are some pointers to consider when creating the title and abstract: **TITLE AND ABSTRACT ARE DUE 6 WEEKS PRIOR TO THE LIVE WEBCAST DATE.**

- Webcast Title:
  - Use strong verbs in the present tense.
  - Be concise and try to keep word count to 20 words or less.
  - If possible, use numbers in the title as in “Six steps toward 100% plant efficiency…”
  - Avoid company names or product names in the title; keep it as educational as possible.

- Webcast Abstract:
  - Summarize the webcast content emphasizing the educational aspects that will be covered.
  - Describe how the viewer will benefit from attending the webcast.
  - List in bullet-point format the key learning objectives or webcast “take-aways.”
  - Include the speaker's expert qualifications when listing information about the speaker.
  - Avoid mentioning products and companies with the exception of the speaker’s title.

Content
The content portion is the most important part of the webcast. The best presentations are educational, contain good photos, and are not text-heavy. **THE PPT PRESENTATION IS DUE 3 WEEKS PRIOR TO THE LIVE DATE.**

As your team works on content creation, keep a few guidelines in mind:

- Consider your target market and end users when creating content—what type of expertise or information do you have that they need?
- Keep the message as educational as possible.
- Keep the timing of the webcast in mind: for a one hour webcast, the time is divided into 40-45 minutes of content with 10-15 minutes left over for the live Q&A portion.
- Include an “objectives” slide that covers what information you are about to present on a higher-level, and what audience members can take away from their time spent watching the webcast.
- If you want to emphasize key points, you can use animations or builds.
- **Do not include embedded video, as it will not play through the webcast console. If you wish to play video as part of the presentation, please provide original video files that are at least 1:15 in duration.**
- **Presenters are muted during videos, and are unable to be heard while videos play.**
- Your company logo will be included on the webcast console throughout the entire event, so you do not have to place it on every slide.

One-Minute Webcast Commercial
Your :60 commercial is similar to a commercial on TV—a quick interruption in the regular programming to bring viewers a message about your products and/or services. It’s a chance to inform the audience about your company, present the benefits of your products, introduce a new product, or explain how those products fit within the marketplace. The commercial will be presented during the first five minutes of the webcast. Accepted file formats include: .3gp .asf .mov .mkv .mpeg .mpg .mp4 .flv .f4v .webm .wmv, in 4:3 or 16:9 aspect ratio. **VIDEOS ARE DUE 2 WEEKS PRIOR TO THE LIVE DATE.**
DATE. A link to upload the video will be provided.

Commercial:
- Keep commercials concise and time them to be 1 minute in length.
- Use professional images and photos if possible within the video.
- When writing the commercial audio script, consider how your product or service benefits the end user, solves a problem, meets specifications, and out-performs the competition.
- Include a call-to-action by directing viewers to a website where they can learn more about your company, products and services.

Exit Survey Question
Once the webcast ends, attendees have the opportunity to provide feedback through an exit survey. Sponsors can provide one exit survey question to gain insight into the topic or ask about product/service preferences. Questions can be in any format (choose one, choose as many as apply, open-ended, rank in preference order). **2 EXIT SURVEY QUESTIONS ARE DUE 1 WEEK PRIOR TO THE LIVE WEBCAST.**

Post-Event
Audience Questions
As a way to provide additional answers and extend the life of the webcast, we post additional answers in an article and send it to our registrants in the follow-up emails.
- The speaker will receive unanswered questions to answer via email soon after the live event, and **WE ASK THAT THE QUESTIONS BE ANSWERED WITHIN 5 DAYS POST-EVENT.**

Reporting
You will receive a report with full contact information, exit survey data, and event analytics after the live event. You can use the contact information to reach out to those who registered, but please note that it is not permitted to automatically subscribe webcast registrants to other online products without their consent.

Send them a personal note of thanks for attending
Follow up is a critical part of the lead-nurturing process. By sending a note of thanks to those who registered or attended helps keep your company information in the forefront, and opens up a channel of communication. The image below is an example of a great thank-you note from a webcast sponsor.