GARDNER
Business Media, Inc.

Utilizing these tools is a great way to improve audience engagement in a live broadcast. Regardless of format, these can all be used to keep your audience's attention on the webinar content and not on their email inbox.

WEBCAMS

Connect a face to a name.
Sharing your webcam feed creates a connection between you and the viewer. It feels more personable and lets the viewer connect a name with a face.

MULTIMEDIA CONTENT

Videos
Videos are one of the best ways to illustrate a process, from layup and machining to software setups and robotics. If you'd like to include a video in your presentations, just reach out for technical specifications.

Animations/GIFs
Another great way to illustrate the movement in your process without as many technical details to sort out.

Process Step-Through
If videos and GIFs aren't your thing, adding a step-by-step walkthrough using text or images in your presentation program helps to illustrate that your process has multiple layers.

Transitions
Minor, basic item: add transitions between slides and slide elements –whatever feels appropriate. It just adds a little bit more dimension to a presentation.

POLLS

Engage your audience while collecting data.
Running polls to the live audience in your webinar is a great way to keep their focus on your content while letting them share their process pain points. Plus, you get to collect some additional information on the audience! On average, we see a 50% participation rate on polls.

Formats include:
- Multiple choice, one answer (radio buttons)
- Multiple choice, multiple answers (checkboxes)
- Rate on a scale of 10
- Short answer: Responses only available in post-webinar report

HANDOUTS

Brochures
A quick way for the audience to learn more about your solution. These are typically an easy lift, as you likely already have these made.

Links
Another easier lift is sharing a link. Fast and easy, it links directly where you'd like it to go —and feel free to include UTMs on that link!

White Papers
Our audience loves these. These deeper-dives into the technology or a case study helps them visualize how the solution may work for them.

Worksheets
For a more interactive webinar, provide a document with which the viewers can follow along with your content. This could be a spreadsheet, editable PDF, or simply just the presentation slides.

> *Pro Tip: Avoid linking to a piece of gated content. These viewers have already shared a good bit of their information and may be hesitant to fill out another form.*

CHAT

Keep your audience focused.
Having an active chat during your webinar is an extremely underused tool. We understand why you may be hesitant, but you can steer the direction of the conversation any way you choose. We recommend having a crewmember outside of the presenter(s) to focus on the chat.
- Where are you joining from?
- Live conversation about what's being shown
- Quick feedback on a question
- Fostering a deeper connection

QUESTIONS?

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