

ISE Webinar Guidance

Thank you for choosing the ISE delivery platform to host your webinar. We understand the importance of delivering valuable content to your target audience, and we are here to guide you through the process of booking, promoting, and engaging participants before, during and after delivering your webinar.

On average, ISE hour-long member webinars attract an annual average audience of 75 registrations, with two-thirds attending and participating on the day of the event. Several key factors influence these expectations:

1. **Relevance of Topic Choices:** The choice of webinar topics greatly influences audience engagement. Topics that are timely, pertinent to current industry trends, address common challenges and new research outcomes tend to attract more registrations and higher attendance rates.
2. **Promotional Lead Times:** Adequate ISE and member co-promotional lead times allow potential attendees to plan and prioritize their schedules, increasing the likelihood of participation. Effective marketing strategies, such as email campaigns, online and networking promotions, and targeted outreach, play a crucial role in driving registration and attendee numbers.
3. **Panellist Industry Expertise:** The expertise and credibility of the panellists contribute significantly to the perceived value of the webinar. Participants are more likely to attend sessions featuring renowned industry experts, thought leaders, or practitioners who can offer valuable insights and perspectives.
4. **Influence of Panellists:** The influence of the panellists also play a vital role in attracting attendees. Panellists with a strong online presence, large professional networks, or affiliations with reputable organisations can help increase the visibility and credibility of the webinar, thereby driving registration and attendance numbers.

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Booking Process

To book a webinar slot on the ISE delivery platform, member organisations should access the online booking portal here - [ISE Member Webinar Hosting](#).

Ensure while booking you:

- Include a compelling title that clearly conveys the webinar's focus.
 - Provide a concise and informative description of the webinar content.
 - Indicate the preferred month, time and duration of the webinar'
 - Specify the early talent space target audience (employer, supplier, or university).
 - List the speakers and panellists.
1. **Availability:** Webinar slots are subject to availability and are allocated on a first-come, first-served basis. It is advisable to book well in advance to secure preferred dates and times.
 2. **Promotional Content:** Prior to scheduling confirmed bookings, member organisations are expected to submit webinar content for promoting to ISE members. With the requestor's permission we may amend promotional content to align with the mission and values of ISE to resonate with the target audience.
 3. **Technical Requirements:** ISE webinars utilise Zoom as the primary delivery platform. Member organisations must ensure they possess compatible technical infrastructure and resources for effective webinar delivery. This entails maintaining a stable internet connection, compatible audio or visual shared presentations, and access to the Zoom webinar hosting platform.

Additionally, ISE members have the option to host webinars on their preferred platforms. However, they are encouraged to share a recording of the session with ISE for dissemination among the broader membership.

Confirmation

We will contact you with confirmation of the webinar details and to agree a date and time, highlighting when and how the webinar will be promoted and how it will be supported by the ISE following the booking process.

Members booking webinars also encourage to utilise their organisation's communication channels to promote the webinar.

Also, ISE members can host webinars on their preferred platforms. However, they are encouraged to share a recording of the session with ISE for dissemination among the broader membership.

Logistics

All presenting and panel participants will be sent a unique link once the event is confirmed. Webinar briefings with lead speakers and panelists can be booked before the webinar, with the webinar chair and administrator usually from the ISE.

Webinar Content

1. Relevant and compelling topics: Select topics that align with current industry trends and address the needs of your target audience. Provide actionable insights and practical advice to engage participants.
2. Informative content: Craft a well-structured presentation with clear objectives, that utilise the use of visually engaging presentations, case studies, and relatable examples to enhance understanding.
3. Engaging style: Use a conversational tone to connect with the audience and encourage interaction through polls, Q&A sessions, and discussions pre and during webinars.

What We Offer

ISE will work with you to determine the most suitable content and delivery methods that resonate with our audience by:

1. Advising on the set up of interactive experiences such as live Q&A sessions, interactive polls, and chat rooms to ensure audience engagement throughout the event via Zoom, our chosen webinar delivery platform.
2. Support delivery guaranteeing a smooth delivery process, with on-the-day backend setup and technical support, allowing you to focus on delivering your content effectively. We also keep all registered attendees informed about any pre- and post-webinar communications.
3. Providing flexible attendee capacity accommodating both small groups or a large audience, with our webinars typically attracting 50-100 attendees and capacity extending up to 500 attendees.
4. Maintaining your brand consistency by customising webinar themes, backgrounds, and registration pages to align with your organisation's visual identity.

5. Pricing

- Members: £1017+VAT
- Non-members: £1,220+VAT
- Micro Business members receive a 30% discount when purchasing a sponsored webinar.

Promotion

ISE encourages members to book webinars at least 4 weeks in advance, with all relevant content information and panellists' names and contact information, included in the booking process before the webinar takes place, for effective promotion to ISE members via its various online and social media channels.

1. Promotion Strategies: Engage audiences not limited to ISE members by utilising multiple channels to leverage social media, your organisation's website including available online industry network channels such as LinkedIn to promote the webinar. Encourage speakers and participants to share on their personal networks.
2. Share compelling information: Employ use of eye-catching content to attract attention, for example:
 - Share teaser content before the event to generate interest: *e.g. Are you aware 7 out of 10 recruiters are turning to AI for their selection process? Why are there still AI fears preventing total conversion?*
 - Incorporate compelling statistics related to the webinar topic in promotional emails.
 - Highlight key industry insights or trends that attendees will gain by participating.
 - Emphasise value and relevance of information sharing: *e.g. "Did you know 80% of successful businesses attribute their growth to effective talent recruitment strategies?"*
 - Enhance user expectations and experience with embedded links of short audio-visual of webinar expectations and invites from lead speakers.

Post-Webinar Engagement Activities

You will receive attendee data and analytics, allowing you to gain valuable insights into your webinar's performance and better understand your audience for future event optimization. They also receive a file copy and embeddable YouTube link of recorded webinar sessions giving immediate and exclusive access to ISE members. This is followed by unlimited YouTube public viewing access a month post webinar delivery.

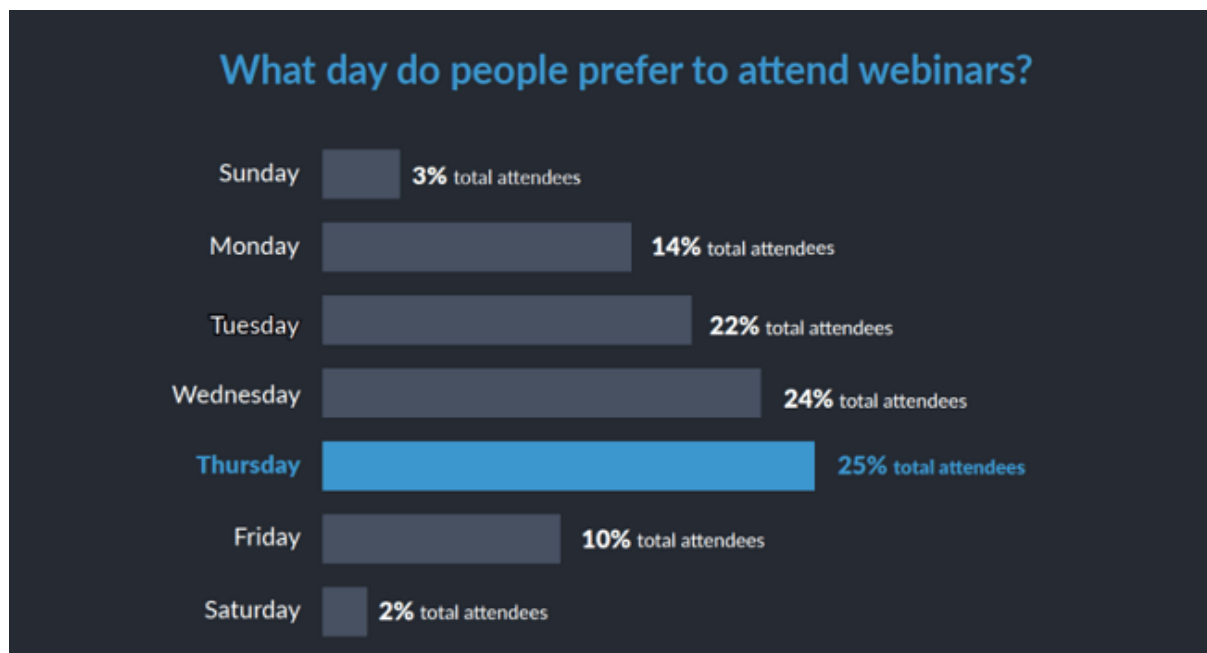
1. Webinars continue post-delivery. Follow-up permitted contact signups with additional relevant and helpful resources and request feedback to improve future webinars delivery and participation.
 - Social media engagement: Share highlights, key takeaways, and participant testimonials on social media.
 - Encourage participants to continue the conversation on relevant platforms like ISE WhatsApp groups and online forums.
 - Networking opportunities: Facilitate post-webinar networking.
2. A month after webinars have run, there is an opportunity for members to add content about their webinar on [ISE Insights](#). This should highlight some of the key points/takeaways while encouraging people to watch for more. The webinar can be embedded in the article or, if the webinar recording is hosted on your own website, a link can be added.

Industry benchmarks

Webinar engagement statistics suggested by Adam Connell, one of the top 50 global content marketers according to BuzzSumo and Semrush highlight, some useful insights listed below that can help maximize webinar attendance and boost engagement.

1. Best Days for Holding Webinars

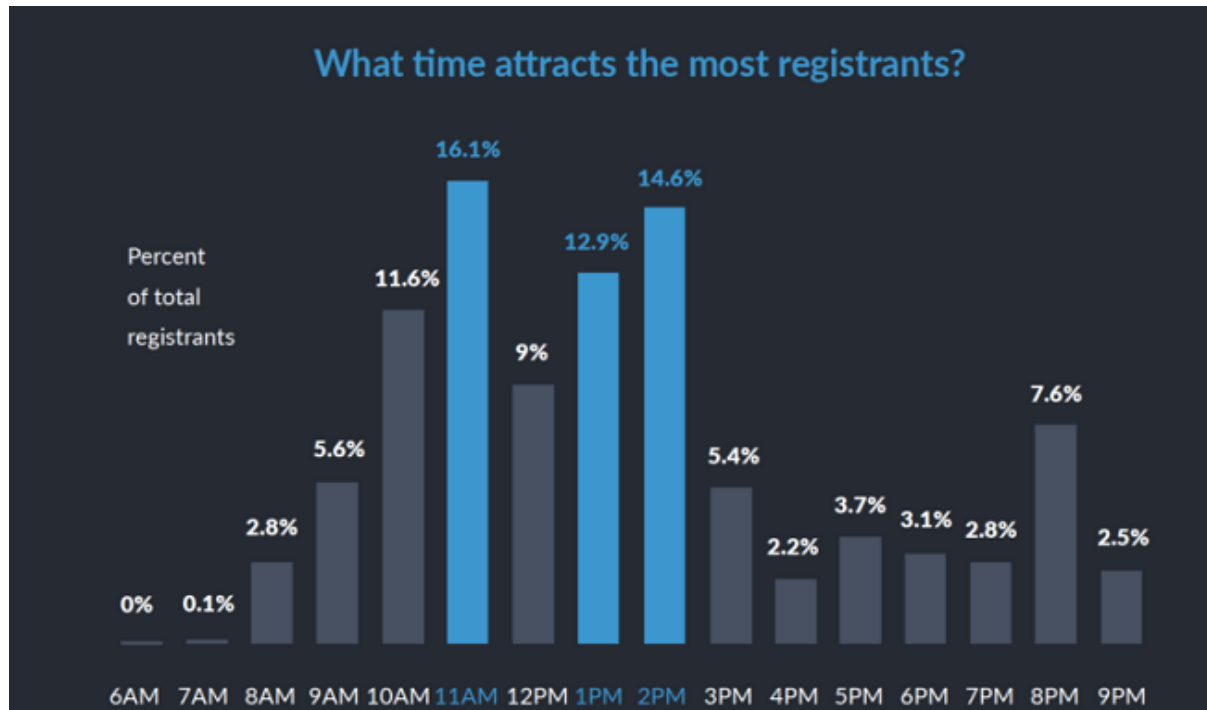
- Hosting webinars on Tuesdays, Wednesdays, and Thursdays is recommended to maximize attendance.
- Research indicates that Thursdays have the highest attendance figures, followed closely by Tuesdays and Wednesdays.
- Testing different days of the week is advisable to determine the most effective day for your specific audience.



2. Best Times to Host a Webinar

The optimal ISE webinar hosting time is 12:30 to 13:30.

- Webinars typically last around 45 minutes, with a short Q&A session and call-to-action following the main presentation.
- While 45 minutes is preferred by 44% of attendees, 41% prefer a shorter duration of 30 minutes.



3. Attendee Interaction

- Incorporating a Q&A session at the end of the webinar is highly beneficial, as 92% of attendees find it valuable.
- Engaging with attendees during Q&A sessions helps improve brand reputation, drive sales, and foster customer loyalty.
- Planning for Q&A sessions is essential, and initiating the session with a team member's question can help encourage participation.

4. Webinar Promotion

- On average, only 44% of pre-registered attendees attend webinar events, emphasising the importance of effective promotion.
- Educational webinars are the most popular type, providing value to attendees beyond sales pitches.
- Offering on-demand viewing options enhances the webinar experience, catering to attendees' scheduling preferences.

5. Webinar Registration Statistics

- Around 60% of webinar registrations occur via email, highlighting the effectiveness of email marketing.

- B2B marketers primarily drive registrations through their websites (80%), followed by email (76%), social media, and programmatic advertising.

6. Attendee Response

- Approximately 29% of webinar attendees register on the same day as the event, indicating last-minute registrations are common among busy professionals.
- Only 15% of registrations occur 15 days or more before the event, underscoring the tendency for attendees to register closer to the event date.

See [25 Latest Webinar Statistics and Trends For 2024: The Definitive List - February 9, 2024](#) for full report.

By following these guidelines for webinar bookings and promotion, ISE member organisations can effectively attract viewership within the early talent space and deliver valuable insights to their target audience. Remember to continuously evaluate and refine your webinar strategy to maximise engagement and impact. If you have any questions or need further assistance, don't hesitate to email events@ise.org.uk and reach out to the ISE Events team for support.