



# *Introduction to Managing & Producing Webinars that Impact Your Bottom Line*

*Financial pressure always brings change and organizations that disengage from traditional expensive communication strategies survive – even thrive . . .*



# *Why Webinars?*



- ✦ The reality is that travel, direct mail, trade shows, print advertising, and telemarketing simply aren't cost effective any more.
- ✦ Thought leaders are abandoning strategies burdened with staff increases, short reach, slow return, and vague response metrics.
- ✦ These days, it's all about actionable, high-impact, short-cycle strategies with a strong ROI.
- ✦ One of those strategies is online webinars managed and produced by Whitehat Communications.



# *Webinars: The Perfect Time*

- ✦ Webinars are Professional, Impressive & Cost Effective
- ✦ They are Intelligent, Innovative Marketing
- ✦ Webinars demand strict attention to detail
- ✦ Success depends on . . .
  - ✦ Preparation
  - ✦ Execution
  - ✦ Follow-up
  - ✦ Consistency



# Webinars . . .

- ✦ *Not* what many companies think they are
- ✦ *Complex Process* - consisting of the *professional execution* of 3 components:
  - ✦ Pre-Event
  - ✦ Event
  - ✦ Post Event
- ✦ Universal *Target-Marketing* Tool
  - ✦ Any Product
  - ✦ Any Service
  - ✦ Any Message
- ✦ The most *Cost Effective* Delivery Tool for any application



# *How Whitehat Can Help*

- ✦ New *expertise* that companies may not have
- ✦ Educate regarding the *totality* of our webinar program
- ✦ Meet the needs of *established* & *start-up* entities
  - ✦ Get their messages out in the most concise, *cost-efficient* manner possible
  - ✦ *Educate* as well as *sell*
  - ✦ *Target-market* to the greatest extent possible



# Why Whitehat?

- ✦ *This is All We Do!*
- ✦ *A Menu of Services* for Pre-Events, Events & Post-Events

- ✦ Individually, Combinations, or All

- ✦ *Our Experience & Success*

- ✦ 100's of Successful Webinars
  - ✦ Clients' & Attendees' Ratings of our Webinars:

*Over 9 out of 10: "Extremely" or "Very" Satisfied*



# *Are Whitehat Webinars Effective?*

Our Clients are our judges . . .

*“Whitehat Communications hosted webinars have exceeded our expectations. It has been the most efficient and effective promotional program that Eurotrol has implemented to date. This is a fantastic marketing tool.”*

*Bill Donohue, President, Eurotrol, Inc.*

*“Thank you for the links, our conversation today and, most importantly, for the service you are offering to our customers. The webinar methodology works well and is especially valuable in these fiscally trying times when travel budgets are often impacted. Keep up the good work on what you are doing and the gracious and respectful way that you do it.”*

*Maureen Weber, Regulatory Consultant Marketing, Abbott Point of Care*

NOTE: *emphasis added*



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*“As a direct result of the webinar program we have seen a 33% uptick in the number of monthly visits to [pointofcare.net](http://pointofcare.net), which is good for the industry as a whole, and our sales team has received actionable sales related requests from one in five of our customers in attendance. In my opinion, there isn’t a more cost effective way during this current economic environment to get our message out and reconfirm our presence in the market.”*

*Greg Menke, CEO, Medical Automation Systems*

*“We’re getting a terrific response . . . This [webinar] program is working out very well for us.”*

*Jan Weaver, Marketing Services Manager, Radiometer America Inc.*

NOTE: *emphasis added*



# *Are Whitehat Webinars Effective?*

A word from one of our Speakers . . .

*"The web format is a convenient way for staff to attend a meeting without the financial constraints of travel which are becoming even more restrictive in these economic times. As a presenter, I can say that I've had wonderful feedback from attendees about aspects of the program and follow-up questions/comments."*

*James H. Nichols, Ph.D., DABCC, FACB, Professor of Pathology  
Tufts University School of Medicine*



NOTE: *emphasis added*



# *The Whitehat Team*



- ✦ *Rick Import:* 21 years in TV, Video Production and Media Training; Live Web Event Planning, Execution and Presenting
- ✦ *Ed Cusick:* 22 years in Sales Presentations, Training & Consulting
- ✦ *Chris Menke:* 30 years in Education, Communication, Research
- ✦ *Designers, Computer Engineers and Copywriters* who work with us “as needed”



# *We'll Show You . . .*

- ✦ How Whitehat *manages* the webinar process so companies can concentrate on their core businesses
- ✦ The *totality* of what they need to know about webinars
  - ✦ What we do - step by step
    - ✦ Pre-Event
    - ✦ Event
    - ✦ Post-Event



# . . . *and Possibilities to Explore*

## ✦ Communication

- ✦ Within the Company
- ✦ With Existing Customers

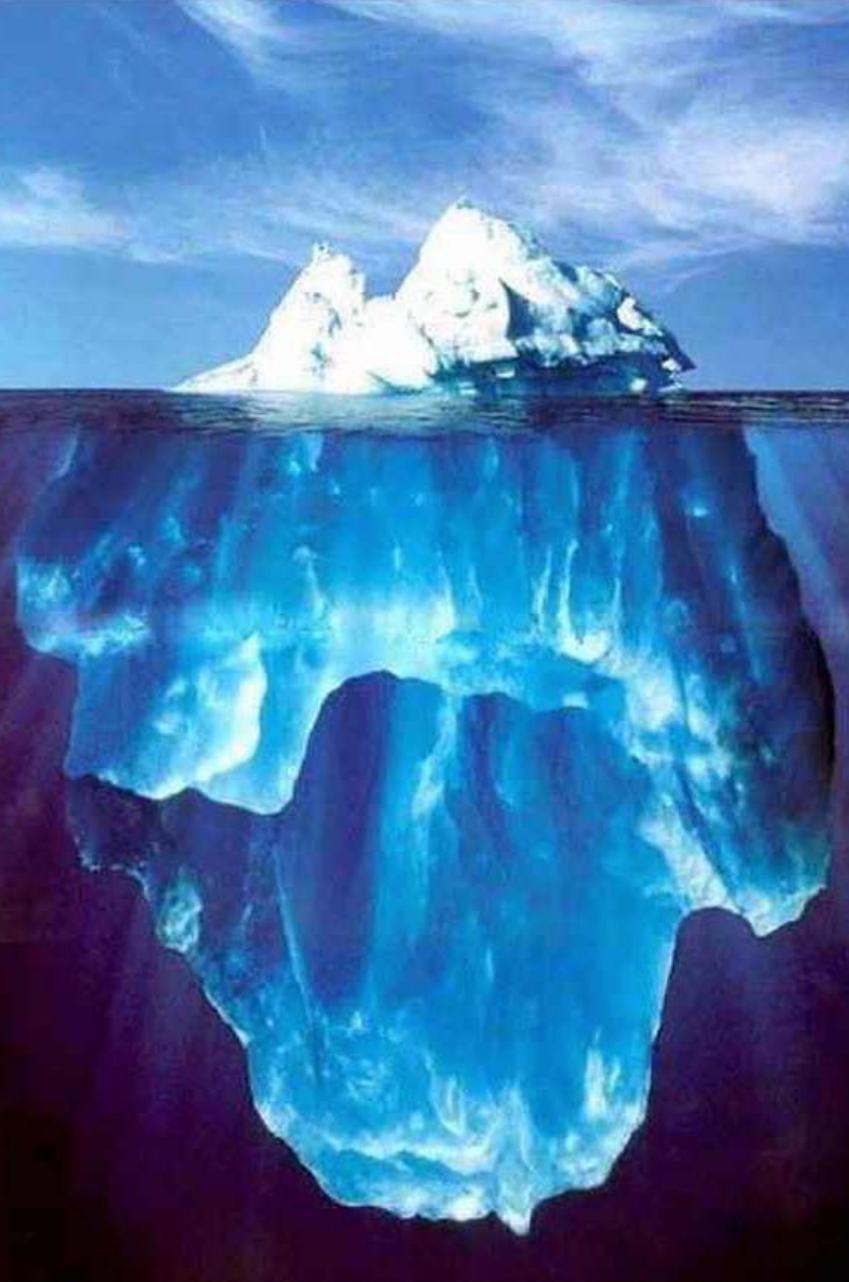
## ✦ Sales of Products & Services

- ✦ “Up-selling” to Existing Customers
- ✦ To New Customers

## ✦ Education

- ✦ Minimize Sales (“soft sell”)
- ✦ Specific, “Independent” Websites





## *Want to learn more?*

*Schedule a brief, personal, no cost, no obligation webinar on how Whitehat can help you expand your market reach*

*Send an email today to:*

*[info@whitehatcom.com](mailto:info@whitehatcom.com)*

