

# GET STARTED WITH WEBINAR



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# Introduction

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Webinars have become one of the most popular ways to promote a business in the past few years. They are so effective because they provide an immersiveness that other forums of media do not and attendees get real-time information delivered straight to them, not to mention the interactivity of question-and-answer sessions. According to the Adobe Software blog, webinars rank in the top three of the content delivery methods out there.

If you are reading this book and have no idea what the word ‘webinar’ actually means, it is a method of communicating to a group via a specific platform, with the ability to share information with them like voice, text, slides, multimedia and more. Webinar is a play off of the word ‘seminar’ because that’s what a webinar basically is – a seminar for the web.

In order to use a webinar to promote your business, you are going to need to know the secrets to a successful webinar. This book is your guide to putting on a successful webinar, including emphasis on the most important concepts. According to SlideShare, the elements that engage 70% of people the most are interesting content and a passionate speaker.

This book will help you become a passionate and engaging speaker, as well as develop your idea so that you can host the best webinar possible. In addition, we will be covering other concepts that are vital to webinars, such as the equipment that you will need, mastering Q&A’s, working with co-organizers and hiring staff and much more.

## Get Started With Webinar

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