

Preparing for your InsideHR webinar

Everything you need to know: what we need from you and when, how the slides, polls and attachments work, and what you receive afterwards.

01

The format

InsideHR is a thought leadership platform. Our webinars give HR professionals insight, best practice, new research and practical examples they can use in their day-to-day work.

The best webinars focus on the challenges HR professionals face and use research and case studies to explore them in a real-world context. HR audiences react badly to a straight sales pitch and very well to a thought leader showing them how to do their job better, using research, user data, analytics and client case studies. Steer away from features, benefits and USPs, and let your clients and your expertise make the case.

Each webinar is a one-hour hosted discussion chaired by James Marsh, a practising HR professional our audience knows and trusts: around 40–45 minutes of presentation and discussion, then 10 minutes of audience Q&A. A conversation between host and speakers keeps the audience engaged; James and our team run the introduction, polls, audience questions and any technical hiccups, so your speakers can focus on their message.

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Timeline

8 weeks before	Agree the topic, date and time. Send us the title, synopsis, speaker details and cover slide.
6 weeks before	Promotion starts: the event goes live on BrightTALK and the first of six promotional emails goes out, alongside newsletters, HRreview stories and social posts.
3 weeks before	Final speakers and outline agreed. First draft of the slide deck, polls, attachment links and registration questions.

1 week before	Briefing and run-through with James Marsh: audio and video checks, a BrightTALK walkthrough and the running order. Final deck uploaded.
Live day	Typically 11am for one hour. Speakers join 15 minutes early to check audio and video.
Within 5 hours	Your full audience report.
After the show	Updated reports including on-demand viewers after one and two weeks, then periodically as new leads come in.

Promotion time matters. Six weeks is the minimum to build a full audience. Assets that arrive late shorten the promotion window and reduce registrations.

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What we need from you

To start promotion we need a few basics, ideally eight weeks before the live date. We start generating registrations as soon as the event is built.

- **Title:** eight words maximum.
- **Date and time:** agreed with us in advance. Webinars usually go live at 11am.
- **Synopsis:** a couple of paragraphs on the topic, plus bullet points on what viewers will learn.
- **Cover slide:** 16:9 PowerPoint with your branding and ours, showing the title, date and time. We can send our logos and an example.
- **Speaker details** for each panellist: name, job title, company, a short bio, a photo and a LinkedIn profile, so we can tag speakers in social posts. One speaker is enough to start; add more as they confirm.

04

Your slide deck

We do not need the full deck until the run-through, a week before the live date.

- 16:9 PowerPoint format, using our template as the base.
- No animations: they cause problems when the deck is uploaded to BrightTALK.
- No more than 30 slides and under 90MB.
- James drives the slides during the webinar, so notes on each slide to help him introduce your talking points are very welcome.

05

Polls: lead qualification and market research

You can run two or three polls during the webinar. Each is a multiple-choice question with up to five answers, and viewers choose one. Keep questions to about 15 words and answers to about five words each.

Your report shows how each viewer answered, which makes polls a powerful way to qualify leads or gather market research. For example:

What is your annual budget for HR software?

Under £10k · £10k–£50k · £50k–£100k · Over £100k · Don't know

Which HR platform do you use today?

When do you plan to review your current system?

What is the greatest challenge in your recruitment process?

We usually run the first poll near the start to get the audience involved, and another around the halfway point.

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Registration questions and attachments

Registration questions. Add qualifying questions to the sign-up form so you know more about each registrant before the webinar starts.

Attachments. Through the attachments tab on the webinar player we can link to three or four pages of your choice: demo or trial pages, information requests, whitepapers, research or further reading. For each link we need a title (up to 10 words), a description (up to 30 words) and the URL. Your report shows which viewers clicked each link.

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Case studies

Our most successful webinars include client case studies, ideally with a representative from the client on the panel. A good case study covers:

- the challenge the client faced;
- the solution they chose;
- how it was implemented, including any barriers;
- the results, such as efficiencies, better workflows or return on investment.

Clients can be hard to commit, so start with those you know well. It is also a good opportunity for them to raise their own profile.

08

Your audience report

Within five hours of the live show you receive full details of every registrant, whether they watched live, on demand or not at all: name, email address, job title, job level and company details such as size and sector, with every interaction, including poll answers, questions and attachment clicks.

Most webinars attract between 250 and 400 registrations, and typically 40% to 60% of registrants watch live. We send updated reports including on-demand viewers after one week and two weeks, and further leads periodically after that.

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The recording

Your webinar stays on demand on BrightTALK and keeps generating leads. We can also send you the MP4 to host and promote yourself, or embed code so the webinar plays on your own website. Viewers who register through the embed still come through as leads.

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Questions?

We are happy to share an example slide deck or talk anything through.

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