

Course : Producing professional webinars

Practical course - 2d - 14h00 - Ref. AWB

Price : 1540 CHF E.T.

Webinars are a widely used professional form of group meeting. This training course will enable you to produce high-quality, professional webinars, whatever your subject: business development, marketing promotions, association and union events, trade fairs and shows.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Designing webinars: scripting, casting moderators and speakers
- ✓ Create a reverse schedule to be shared with all webinar participants
- ✓ Producing webinars
- ✓ Promote its webinars, in particular through communication on social networks and teaser videos
- ✓ Post-production of webinar video replays

Intended audience

Anyone required to run a webinar for professional purposes.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

75% of the practical parts are exercises and real-life cases. Webinar topics are provided by participants.

Course schedule

PARTICIPANTS

Anyone required to run a webinar for professional purposes.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

1 Designing webinars

- Understand the difference between video meetings and webinars.
- Define the duo: webinar objectives and target audience.
- Distinguish between one-shot and episodic webinars.
- Optimize webinar preparation with speakers.
- Understand the technical components of a webinar.
- Build a webinar backlog.
- Make a checklist of items not to be missed.

Hands-on work

Design a webinar from A to Z, with the construction of a retroplanning. This webinar will then be the subject of a "full-scale webinar" on the second day of training.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

2 Producing webinars

- Script and cast a typical webinar.
- Leading with dynamism: posture, voice and support.
- Build your webinar schedule and materials.
- Plan post-webinar actions.

Hands-on work

Webinar configuration and webinar dry run with all players involved.

3 Promote your webinars

- Invitation care: best practices to arouse the interest of your recipients.
- Promote your webinars.
- Use online ticketing for registrations.
- Qualifying your target: effective rules.
- Choosing an evocative title: tips for success.

Hands-on work

Webinar promotion via LinkedIn or Facebook (with teaser video). Build a webinar confirmation email to registrants with the webinar link.

4 Master the video editing of your webinar replay

- Export files/
- Master the complementary nature of different assembly methods.
- Put replays online.
- Broadcast replays to participants and/or non-participants.

Hands-on work

Editing of a webinar video replay from the webinar video rushes. Broadcast on YouTube/LinkedIn and Facebook.

Dates and locations

REMOTE CLASS

2026: 11 Mar., 8 June, 21 Sep., 19 Nov.