# TalkPoint 2013 Survey Best Practices Score Sheet

Executive Summary

The results are in! In the fourth quarter of 2013, TalkPoint conducted a survey of clients to determine their webcasting behavior and gain insights into their webcasting practices. **The 2013 TalkPoint Webcasting Survey: Content and Conduct** -- the result of more than 250 responses as well as insights from more than 20,000 live webcasting events that TalkPoint facilitates per year -- revealed trends and best practices around planning, executing and measuring a successful webcast.

Three trends that emerged were:

1. **Ease-of-Use and Engagement –** A significant factor for webcast engagement is convenience. Webcast registrants want to know it will be easy to view the webcast. Certain times of day were found to be far better than others, and attendees are increasingly mobile, using smartphones, tablets and laptops to join. Additionally, live, real-time communication is key to audience engagement and webcast success as survey respondents want interactive speakers, polls, surveys and video incorporated into their webcasts.

2. **Importance of video –** Video, video and more video! Survey respondents requested presenters incorporate more video into their presentations, preferred video webcasts to audio webcasts and ranked video as the number one feature for a webcast.

3. **Targeted Content –** Content is still king, and survey respondents said it's important to learn something during a webcast. Therefore, it's no surprise that best practice/how-to webcasts are the most attended category for the second year in a row. Survey respondents may want to learn something, but payment for a webcast deterred the majority of those surveyed from webcast registration.

Difficulty creating content?

Yes 8%

No 92%
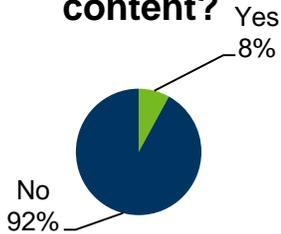
Before the webcast

Survey Result: 92% of survey respondents do not have difficulty creating content for their webcasts.

TalkPoint Best Practice: Survey participants may not have difficulty creating webcast content, but is it captivating material? Make sure you're not simply listing bullet points, reading brand case studies or overloading PowerPoint slides with text (half of all respondents want presenters to include less text on slides). Have two or three speakers present different viewpoints on your webcast who can cover a variety of business industries or situations.
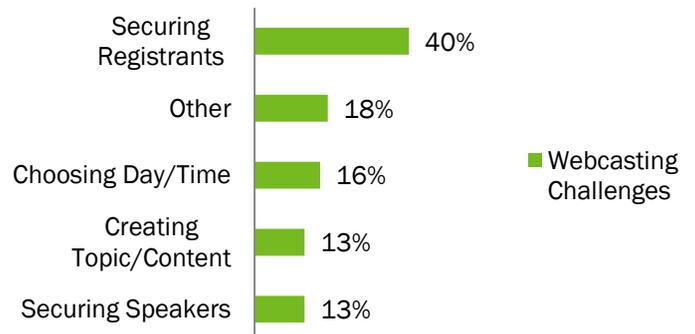
If you have multiple speakers, consider webcam switching on your video webcast to highlight each presenter as they are speaking. This will promote additional interactivity and engagement while breaking up how your information is presented. Run slides alongside speaker audio or video to further clarify your message.

Survey Result: 40% of survey participants said the most difficult aspect in executing a webcast is securing registrants.

TalkPoint Best Practice: Content is still king when it comes to securing registrants, so ensure that the webcast topic and content is appropriately targeted to your audience and that your speakers are well-versed on the subject matter.

In addition to high-quality content, email campaigns and social media interaction are helpful tools to secure registrants. Create a pre-event survey or allow those that register to ask questions that can be addressed during the webcast. Develop a custom hashtag for your event to create more buzz and to track social conversations. It's a great way for those talking about your webcast to interact, as well.
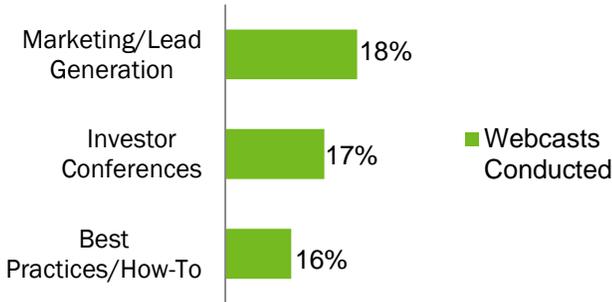
Webcasting Challenges

|	
Securing Registrants	40%
Other	18%
Choosing Day/Time	16%
Creating Topic/Content	13%
Securing Speakers	13%

■ Webcasting Challenges

Also, don't forget to remind potential registrants about the mobile-delivery option. They can easily view the webcast event on-the-go from their smartphone or tablet from a single URL. By eliminating barriers to view the webcast, people will be more likely to register.

Survey Results: Survey respondents conduct marketing/lead generation webcasts most often (18%) followed by investor conferences (17%), however best-practice/how-to webcasts are the most popular among attendees (33%).

Webcasts Conducted

Marketing/Lead Generation	18%
Investor Conferences	17%
Best Practices/How-To	16%

■ Webcasts Conducted

Webcasts Attended

|	
Best Practices/How-To	33%
Marketing/Lead Generation	8%
Investor Conferences	7%

■ Webcasts Attended
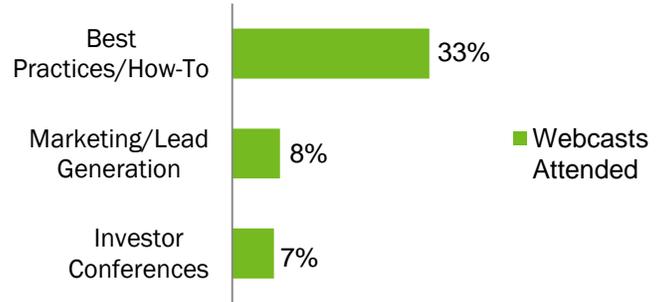
TalkPoint Best Practice: Given their popularity, organizers should conduct more best-practice/how-to webcasts. However, all webcasts need to incorporate takeaways for- participants. When creating your webcast, put yourself in the shoes of an attendee, and consider what you would want to learn from the presentation.

Share key statistics and case studies and showcase how the information presented in the webcast can help your participants better operate their business.

Survey Results: According to 41% of survey respondents, the most convenient time to attend a live webcast is 11 AM – 1PM.

TalkPoint Best Practice: By scheduling a live webcast during this window, you'll have a better chance of reaching multiple time zones during business hours. If a webcast begins at 11 AM ET in New York, attendees in Chicago and San Francisco can log-in at 10 AM CT and 8 AM PT, respectively. Therefore, you won't be forcing most participants to come in early to work or stay late to view the webcast, and you'll have the ability to reach many international attendees as well. In London, for example, it's 4 PM when an 11 AM webcast begins in New York.

What time should I schedule my webcast?

6%	
23%	
30%	
41%	

■ 8 AM - 10 AM
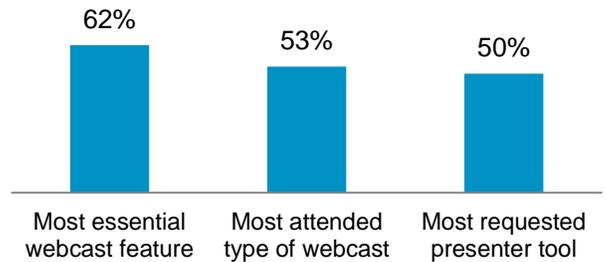■ 11 AM - 1 PM
■ 2 PM - 4 PM
■ 5 PM - 7 PM
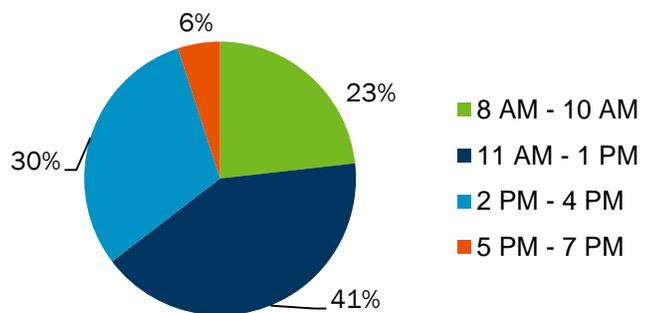
During the webcast

Survey Results: 62% of survey respondents said video is the most essential feature of a webcast. Although video webcasts are attended by more than half (53%) of those surveyed, participants want more video, and 50% requested that webcasting presenters incorporate more video in their presentations.

TalkPoint Best Practice: Video webcasts outweigh audio webcasts by 14%. Webcast attendees clearly want more video, so don't be afraid to add it to your presentations. If you haven't presented on camera before, start adding video to your webcasts by including pre-recorded clips. In the meantime, you can run practice sessions to get a feel for camera positioning, lighting and proper eye contact. Also, if you typically host live audio events, consider recording an on-demand video event to add to your repertoire. With on-demand, you can go back and edit the video event until you feel more comfortable presenting live on camera.

Respondents say video is . . .

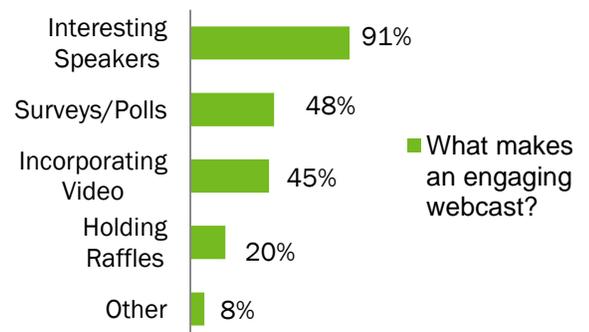|	62%	53%	50%
	Most essential webcast feature	Most attended type of webcast	Most requested presenter tool

Survey Results: 91% of those surveyed said having interesting speakers was the number one way to create a more engaging webcast. Using surveys/polls (48%), incorporating video (45%) and holding raffles and giveaways (20%) ranked second, third and fourth on the list.

TalkPoint Best Practice: It's no surprise that interesting speakers offer a more engaging presentation, but capturing the attention of an audience can be more of a mystery. Think of a webcast as a conversation between friends. What do you want to share with them? What feedback do you want to hear? Use the webcast as a show-and-tell for both you and your webcast participants. Include interesting photos and videos, tell stories and ask questions. Surveys and polls, especially those with an incentive, are a great way to break up the presentation and create a webcast with two-way communication.

Polling questions can be programmed to come up throughout the presentation which will give you the ability to see engagement every step of the way.

What makes a webcast engaging?

Interesting Speakers	91%
Surveys/Polls	48%
Incorporating Video	45%
Holding Raffles	20%
Other	8%

What makes an engaging webcast?

Survey Results: Live webcasts overwhelmingly outweighed on-demand webcasts in both those conducted (90%) and attended (81%). Survey respondents indicated that interactivity, including Q&As, as well as convenience for clients and viewers were the main reasons contributing to their decision to go live.

Live vs. On-Demand
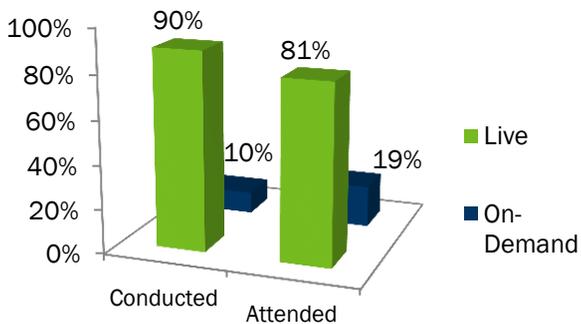
TalkPoint Best Practice: Real-time, interactive communication continues to increase as customers expect instant, immediate access to information.

While there are benefits to both live and on-demand events, live events create a sense of urgency to view your content and will help you reach the largest audience simultaneously across the globe. They also allow attendees to ask questions and interact with presenters, as well as share reactions live via social media channels.

Live webcasts convey the significance and timeliness of your content, so consider live webcasts for sharing newsworthy, market-changing announcements. Remember, live webcasts can be archived and shared for on-demand viewing later – the best of both worlds.

After the webcast

Survey Results: 54% of survey respondents measure webcast effectiveness by attendees/return attendees followed by secured registrants at 45%.

TalkPoint Best Practice: While securing registrants and webcast attendance contributes to the success of a webcast, these numbers aren't everything. Registration alone shouldn't be held up as a measure of success. With more options for attendance via mobile, you should be holding your webcast to a higher standard.

More often than not, webcast engagement drives sales. Was your audience asking questions during the webcast? Are people talking about your product on social channels? Did they download the white paper at the conclusion of the presentation? Ensure your webcasts are marketed to the appropriate audiences and that the content and speakers resonate with their interests.

How do you measure webcast success ?
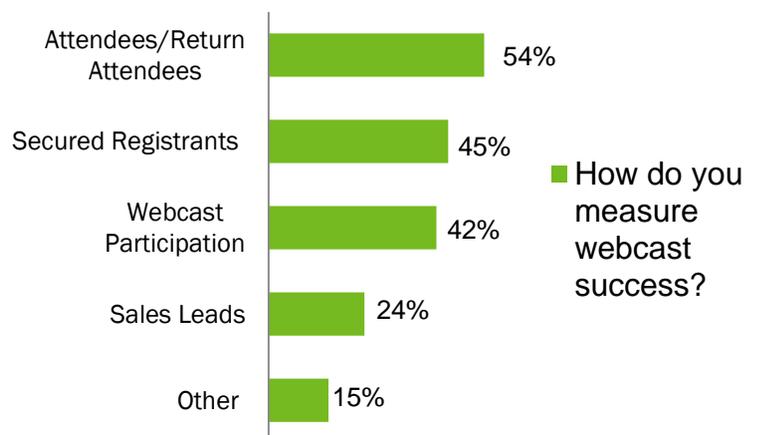
ABOUT THE SURVEY

In the fourth quarter of 2013, TalkPoint conducted a survey of its customers, with more than 250 respondents. All participants responded to an email invitation and answered the questions via an online survey tool.

About the Respondents

Survey participants hold technician, coordinator, specialist, analyst, manager, director and vice president titles in these top five areas/specialties:

- Marketing
- Investor relations
- Meetings and events
- Virtual, online and webcast
- IT/technology

The majority of respondents consist of companies in our core vertical markets:

- Financial services
- Publishing
- Technology
- Corporate communications
- Pharmaceutical

However, we also received survey responses in a range of industries including:

- Meeting planning
- Manufacturing
- Retail
- Legal
- Government

TalkPoint's 2013 Webcasting Survey: Content & Conduct

Trends and Best Practices for a Successful Webcast
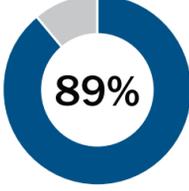
Content

57%
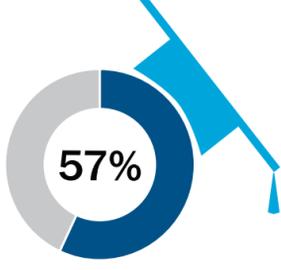
57% said it's important to **learn something** during a webcast

so it's no surprise that...

33%
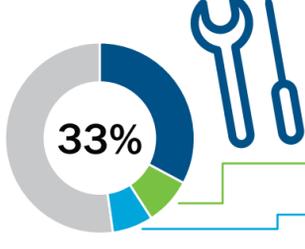
33% of the webcasts attended are **best practices/how-to** followed by **marketing/lead generation** (8%) and **investor conferences** (7%)
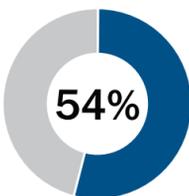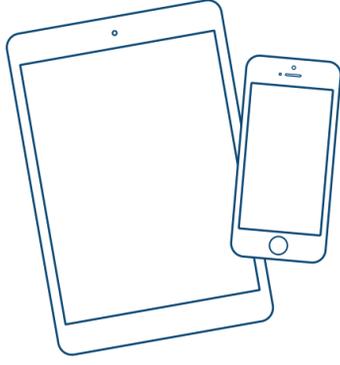
and it's important to...

89%

Offer complimentary content - Payment for a webcast deterred **89%** from webcast registration
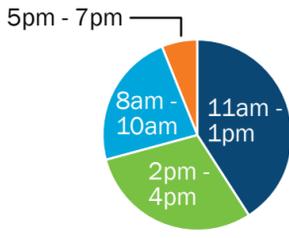
Convenience

Attendees are increasingly mobile so it's necessary to...

54%

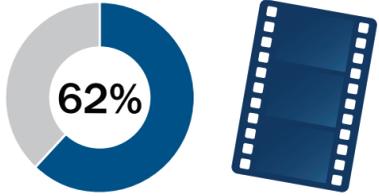Provide **mobile-delivery** option - **54%** of mobile viewers use **tablets**

and

Accommodate **attendee schedules** - **41%** respondents said **11am - 1pm** is the most convenient time for live webcasts
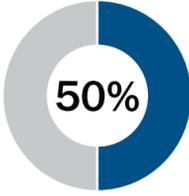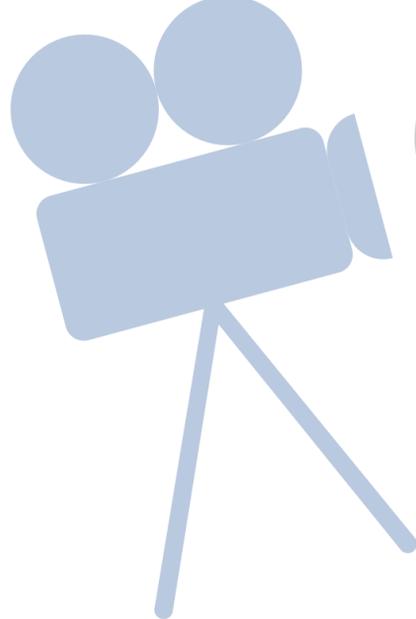
5pm - 7pm
8am - 10am
11am - 1pm
2pm - 4pm

When it's 11am in New York, it's:

4pm in London

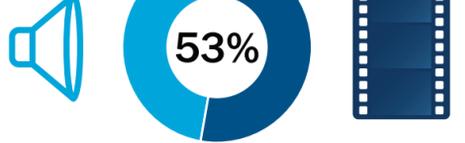10am in Chicago

8am in San Fransisco

Delivery

62%

62% said **video is the most essential feature** of a webcast
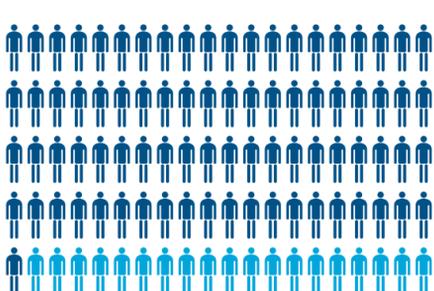
and

50%

50% requested **more video** in webcast presentations

and

53%

53% attended **more video than audio** webcasts

so engage audiences with live real-time communication...

81% attended live webcasts

♂ Live webcasts
♂ On-demand presentations

and include interactive elements like...

Interesting speakers

Surveys/Polls

Video

Raffles
1234 1234

100	
80	**91%**
60	
40	**48%** **45%**
20	**20%**
0	

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www.talkpoint.com