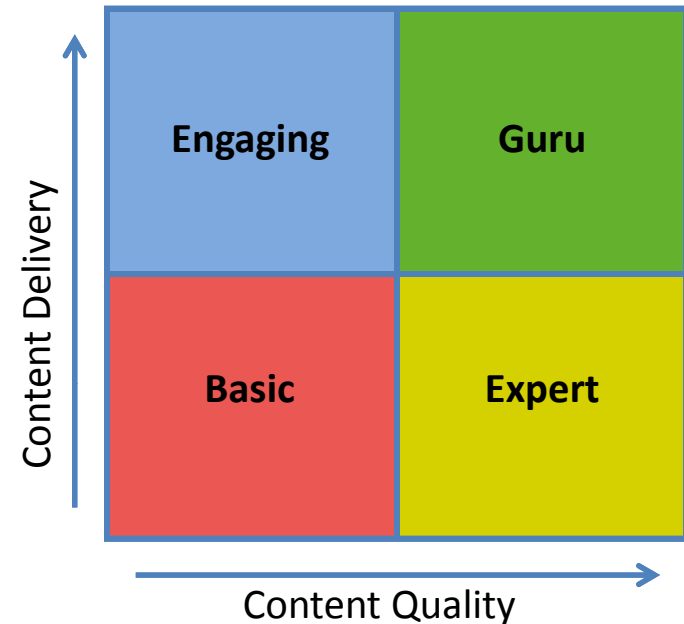


Webinar Quality Defined

When it comes to Webinars, everyone would like to have a “Guru” presentation. It is, however, not necessary for every presenter to spend the time and money necessary to create such a Webinar. In order to measure the perceived impact of a Webinar, we look at both the quality of the content presented and the way it was delivered.

- ✓ Content quality is the evaluation of the presenters understanding of the subject for the audience they are presenting to.
- ✓ Content delivery involves the notion of delivering the content in the form that the audience wants to process it: **auditorilly, visually and kinesthetically**.

Focusing on both content quality and content delivery will allow the presenter to bring their Webinars from “Basic” to “Guru”.



Basic

A “Basic” webinar has OK delivery and OK quality. A “talking head” presentation typically falls in this category. There is nothing wrong with a “Basic” Webinar as speed of delivery allows the message to be communicated quickly.

Engaging

An “Engaging” webinar does all forms of content delivery well, but needs help fine-tuning the quality of the content to the audience. This is a webinar that really captures the attendee, but doesn’t deliver a strong content quality punch. For a typical business audience, one can argue that an “Engaging” webinar is better than an “Expert” one.

Expert

An “Expert” webinar has great quality of content, but only uses one form of delivery well (e.g. a business audience may find it boring). For a technical audience, having “Expert” content quality is much better than an “Engaging” person that appears salesy.

Guru

A “Guru” webinar utilizes all three forms of content delivery and great content quality. In short, an “Engaging” “Expert” delivers a “Guru” performance.