

## How to Delight Your Online Event Attendees .... and Why it Matters

When was the last time you had an experience so wonderful that you wanted to “pay it forward” by sharing with all your friends so they could benefit from the same delightful experience?

Wouldn't it be great if your webinar attendees were so delighted with your events that they recommended your webinars to all of their colleagues and friends? Of course. That would be fantastic!

So, you might ask yourself, “When it comes to webinars, what is going to make my attendees’ experience delightful and how much does it matter?”

### Why does the attendee experience matter?

Your attendees’ experience impacts your reputation with your audience, the future of your events and **your bottom line**. Successful webinars in today’s world go way beyond delivering valuable content. In fact, the overall “attendee experience” you create is just as critical to the success of your pay-to-attend webinars as the topic.

Attendees who have a positive experience, who learn what they expect to learn and who implement changes in their organization after attending your programs are more likely to share their positive experience with others, as well as :

- › Become “repeat purchasers” by buying more webinars
- › See more value in their relationship with your organization
- › Increase revenue

### The fundamentals of what it takes to “Delight Your Attendees”

Make sure you plan for your events. In the same ways you work hard to ensure that your face-to-face events are professional and deliver a great experience to your attendees, make sure your virtual events receive just as much attention. Remember the new maxim – context is king (content + experience).

#### Plan ahead!

1. Determine content your attendees want and need ... and are willing to pay for.
2. Decide what type of learning experience you want to create for your members.
3. Plan for an interactive and engaging adult learning environment.
4. Ensure your webinar provider helps you make it easy and enjoyable for your attendees.

### **The “attendee experience” starts with how your members hear about your events and how they register.**

- › Make it clear what they will learn and why they must attend now (create urgency.)
- › Make it easy for your attendees to register and pay for webinars.
- › Provide customer service and IT support for any questions they may have during the registration process.

### **Give attendees easy to understand (and use) information and instructions**

- › Send instructions for attendees to setup their computer in advance of webinars.
- › Include a study guide to help attendees follow the presentation and make it easy for them to implement ideas presented.
- › Send attendees a reminder to attend with a link to put the event on their electronic calendars.
- › Provide support for attendee questions about what is needed to participate.

### **Guide and support your presenters**

- › Ensure presentations match what you advertised – to satisfy attendee expectations.
- › Coach them to include interactive elements to engage your attendees.
- › Assist in creating useful tools and resources to distribute to attendees.

### **During your events**

- › Provide reliable, easy-to-use technology for your events.
- › Offer attendee support during events – last minute questions, re-sending instructions, assisting with technical challenges.
- › Ensure your presenters have all the support they need so that they can focus on their presentation and not worry about technology. **Remember:** Your attendees paid to receive valuable information; Don't let the technology distract from that.

### **After your events**

- › Provide recordings to those who weren't able to attend ... or to all your registrants. It's typical to see as many as 24% more purchases when you sell recordings.
- › Distribute answers to questions that weren't addressed during the live event.
- › Gather feedback from your attendees to help you improve your webinars.

With the right partner and the right tools, it's easy to create successful webinars that enhance your brand, increase member value, create repeat purchases and generate referrals.

Create well-polished, “red carpet” events your members will want more of!

We understand the challenges facing associations today – eroding membership, shrinking revenues, competition, marketing challenges, having to “do more with less.”

Why not tap into KRM's expertise in helping associations – like yours – deliver successful pay-to-attend webinars. It is our business ... our only business ... to help associations “delight their attendees” and use webinars as a proven non-dues revenue stream.