

WEBINARS

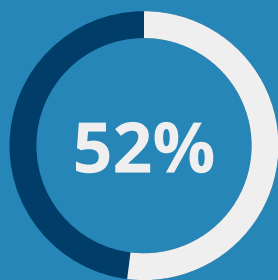
THE FUTURE OF COMMUNICATIONS

WHAT IS A WEBINAR?

A webinar is a digital seminar or workshop, that allows you to engage target audiences Australia-wide and globally¹.



Webinars can reach any individual with an internet connection².



By 2025, virtual events will be used 52% of the time³.

BENEFITS

- #1 Interactivity
- #2 Extended reach
- #3 Data insights
- #4 Cost-effective
- #5 Moderation



Agree that webinars are the best way to communicate to a remote audience⁴.



Say webinars are successful in extending awareness of organisations⁵.



Agree that pre-recording webinars reduces time and resources spent⁶.



8 OUT OF 10

Of Australian respondents believe that virtual events provide everyone the opportunity to participate⁷.

Webinars can be pre-recorded, so that they are available for individuals who can't make it to the live session.



Preference pre-recorded webinars⁶.



Agree that pre-recording webinars reduces time and resources spent⁶.

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¹ <https://contentgroup.com.au/2021/02/webinars-for-stakeholder-engagement/>
² <https://contentgroup.com.au/2021/02/webinars-the-future-of-communications/>
³ <https://explore.zoom.us/media/fs-virtual-events-webinars.pdf>
⁴ <https://www.linkedin.com/pulse/webinars-still-effective-connect-innovation/>
⁵ <https://blog.hubspot.com/marketing/webinar-stats>
⁶ <https://thrivemyway.com/webinar-statistics/>
⁷ <https://explore.zoom.us/docs/en-us/future-of-video-conferencing.html>