

Traditional Webinar Approach vs. Create Like a Publisher

<u>Metric</u>	Traditional Approach	Create Like a Publisher
Enrollment of subject matter experts	Difficult to enroll due to content creation "burden"	High enrollment as SMEs get content with < 1 hour of time investment
Content quality	Low quality - prepared last minute	High quality - pre-produced
Webinar delivery quality	At times off-subject, longer than necessary	Tight delivery, effective transitions, well-timed supporting visuals
Engagement level with audience	Low engagement, significant audience drop-off	High engagement, no drop-off in presentation (18 min) or Q&A (15 min)
Content re-usability	Difficult and time consuming to re-use	Modularized and transcribed for easy re-use
Webinar follow-up	Ad-hoc webinar follow-up	Part of campaign with nurturing & microsite
Return on Content	Low	High