



Co-funded by the
Erasmus+ Programme
of the European Union



Online Meeting Tools



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



What is an E-meeting

While the terms “webinar” and “online meeting” are often used interchangeably, they’re two different kinds of events.





Technically, any meeting between two or more people who communicate in real time online is an e-meeting. It is an electronic meeting even if all they do is talk without seeing each other.

The letter 'e' in the term stands for 'electronic,' it does not stand for 'seeing each other.' In other words, 'electronic,' in this context, means 'online.'

Many times people refer to e-meetings by turning the name of the app they'd like to use to communicate into a verb e.g. "Let's Skype at 8 o'clock."



Another term that has the same signification and is just as popular is **online meeting**.

An online meeting is a collaborative event for a relatively small group of people. Each attendee can talk, share ideas, and otherwise participate in the broadcast.

This type of event is often used by distributed teams to discuss business strategy, marketing plans, etc. In fact, picture an everyday office meeting—a conference room, a table and chairs, a handful of colleagues brainstorming ideas. Now transfer that image to the digital realm where colleagues interact in similar ways but from behind their webcams.



Online meetings happen via a web browser application or software downloaded on a computer or mobile device.

With online meeting software, users can connect with one another via virtual meetings, also known as ***web conferences*** or ***video conferences***.

In most cases you only need a computer or mobile device equipped with a microphone, online meeting software, an internet connection, someone to meet with who has the same components, an agenda, and you have an online meeting.



What is a Webinar

A webinar is a particular kind of e-meeting.

Definition of webinar:
a live online educational presentation
during which participating viewers can
submit questions and comments



It is a lot easier to understand what a webinar is if you can separate the two words that create the term. The first word is “*web*”, that show us the environment where the meeting is taking place, and the other word is “*seminar*”, that give us an idea about the nature of the meeting. A webinar is actually a web seminar.

Webinars are events, video presentations, workshops, seminars, training sessions, or classroom lectures hosted and delivered online using webinar software.

Planning a webinar is so much easier than organizing a seminar or lecture in real life. Mainly because you don't need to have a big venue to host a large number of attendees.

A webinar can be an instructive or educational event or a meeting that involves audio-visual communication between a speaker and attendees.

The goal of a webinar is always to communicate, whether it's to educate an audience on the status of your company, sell products, or teach students necessary information as part of an organized curriculum.

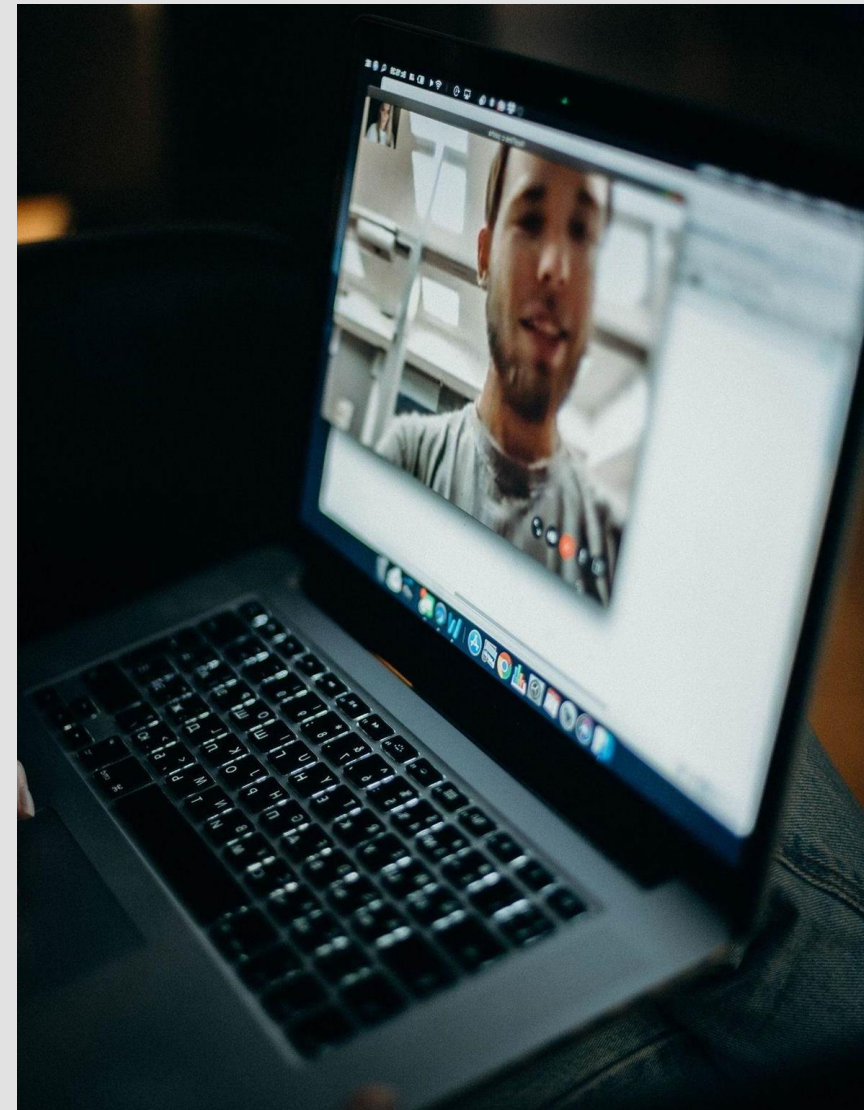
A webinar is not a webcast (even though it can be pre-recorded). Webcasts are pre-recorded sessions that broadcast online (on TV or YouTube). Webinars are live sessions allowing real-time interactivity between the presenter and attendees.

The presentation itself could include video or a PowerPoint and even offer whiteboarding or brainstorming to keep the interaction between the presenter and the audience flowing.



Webinar Formats

1. **Live video:** the most common type of webinar. Live webinars tend to garner the most engagement.
2. **Pre-recorded:** most webinars are live, but you can always record a live webinar and future participants can register for them as they please.
3. **Text:** Most webinars tools come equipped with text chat features.





4. **Whiteboard:** used to draw out and explain important concepts.

5. **Surveys and polls:** want to keep your audience engaged?
Use surveys and polls to get attendees to answer questions and organize it all in one place.

The most common way to conduct webinars is by creating and presenting a slide deck presentation.

The Purpose of a Webinar

- **Educational webinars**

If you want to educate your audience on the field you're an expert within, webinars are one of the most effective ways to do it.

- **Product webinars**

Companies have started adopting webinars for product demos to strategically sell their products and build a deeper relationship with prospective customers.

- **User onboarding webinars**

If your company is offering software, you will benefit from a user onboarding webinar the most.

The Purpose of a Webinar

- **Educational webinars**

If you want to educate your audience on the field you're an expert within, webinars are one of the most effective ways to do it.

- **Product webinars**

Companies have started adopting webinars for product demos to strategically sell their products and build a deeper relationship with prospective customers.

- **User onboarding webinars**

If your company is offering software, you will benefit from a user onboarding webinar the most.

- **Employee training**

Webinar tools can double as meeting software and training tools for training both new and existing employees.

- **Lead generation**

When you promote your webinar across different channels, focus on one persona that you'd like to attract.

- **Customer retention**

While hosting inspiring webinars may be great to attract new people to your brand, it's equally as good for nurturing customers that are already on board with you.

What Makes a Webinar?

1. Webinars Are Live Events

First and foremost, a webinar must be a live event with a predetermined date and time.

2. Webinars Have Online Attendees

You cannot have an event without attendees. Since webinars can be viewed later using video on demand, they don't need to have any pre-set number of attendees; a webinar can be a webinar if even just one person watches.

3. Webinars Involve Interaction and Participation

A webinar must provide a means for attendees to interact and participate during the event. These activities can take place in multiple ways, depending on the capabilities of the webinar host and webinar app.

4. Webinars Include A Live Video Stream Of A Speaker

For a webinar to be effective and successful, there must be a speaker or host who is knowledgeable on the subject matter or topic. The speaker must be seen and heard properly by the attendees through a live stream video feed.

5. Webinars Utilize Visual Slides Or Other Aids

Almost all educational or instructive webinars make use of visualization tools such as slides, video, or some other medium.

6. Webinars Are Powered By Webinar Software

All the aforementioned features of a webinar are usually incorporated into a single package in the form of webinar software, also called a webinar app.

Benefits of Webinars

1. **Webinars Are Educational**

Webinars are all about sharing information.

2. **Webinars Can Be Watched Later**

Most webinars are made available to registered attendees very shortly after they take place and they remain available for long after the original webinar date.

3. **Webinars Can Be Attended from Anywhere**

There's absolutely no need to travel in order to attend a webinar or online seminar.

4. **Webinars are Cost-Effective**

Webinars don't just eliminate the cost of travel; they are also usually free for all to attend.



Webinars VS E-Meetings

While the terms “webinar” and “online meeting” are often used interchangeably, they’re two different kinds of events.

While there are many similarities in the way meetings and webinars are conducted, they are meant to achieve different purposes.



An **online meeting** is for conducting discussions and collaborating over the web using audio, video, and screen sharing.

It is organized by a host, and attended by participants who are invited by the host. Everyone in a **meeting** can listen to and speak with each other, unlike a webinar.

A **webinar** (or "web seminar") is an informative session broadcast over the web to educate individuals interested to learn about a particular subject.

A **webinar organizer** sets up a webinar and promotes it among their target audience through emails, social media, websites, and blogs. Interested individuals can register for the webinar and attend it at the scheduled time.

During a **webinar**, the organizer delivers a presentation to the audience. The attendees remain in listen-only mode.

While the participants of a meeting actively communicate with each other, attendees of a webinar do not communicate among themselves at all.

Meeting platforms are great for hosting interactive sessions with audience participation. They also enable you to break up sessions into smaller groups.

With no need for much preparation, **meetings** are a convenient way to bring remote workers together and make everyone feel like part of the team.

Webinars offer many features for engaging presentations. Host and panelists can share their screens, audio, and video.

Typically, a **webinar** offers basic registration for a single session with a marketing or educational objective.



Webinars & E-Meetings Legal Requirements

Even at distance it is important to take into consideration legal and privacy requirements to avoid uncomfortable situations.

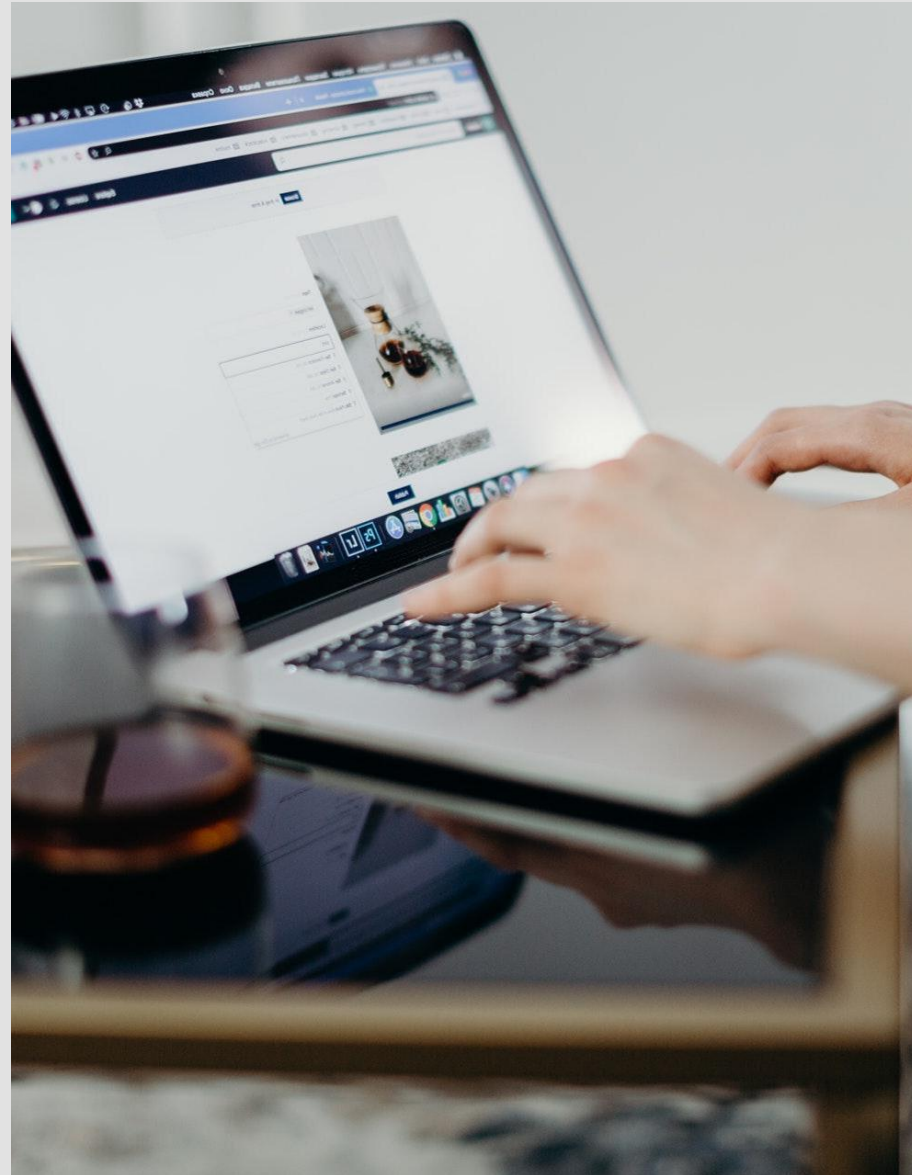


- Bulk emails (send 1 email to a large group of people) – bulk emails are marketing emails so you need the consent from the recipient. You can send this type of email only to the contacts you already have the consent for marketing purposes. If you do not have consent send private emails, making sure to respect the privacy of participants.
- Data management – when organising a webinar you will acquire some information from participants (ex. Name and email). It is important to make participants aware of how their data will be managed according to the law 13 of GDPR.
- Recording – the organiser can record the webinar, it is important to inform the participants first. It is best to do this at the time of registration, especially if it is a paid webinar. Then you can start the recording and repeat that the webinar is being recorded, so that later you also have proof that everyone who is participating has agreed to the recording.
- Publish recording online – it is important to inform the participants that the recording of the webinar will be posted online.



E-meetings Software

Virtual meeting software is an important tool to connect and work with remote teams. These platforms allow you to use video to chat and collaborate, as well as support useful functionality like chat, breakout rooms and screen shares.





1. **Zoom**
2. **Google Meet**
3. **Microsoft Teams**
4. **Skype**
5. **Cisco Webex**
6. **Toasty**
7. **Intermedia AnyMeeting**
8. **Lifesize**
9. **Jami**
10. **Zoho Meeting**

zoom



Webinar Software Alternatives

From marketing product launches to interacting with your community, the best webinar software can help you meet your goals.





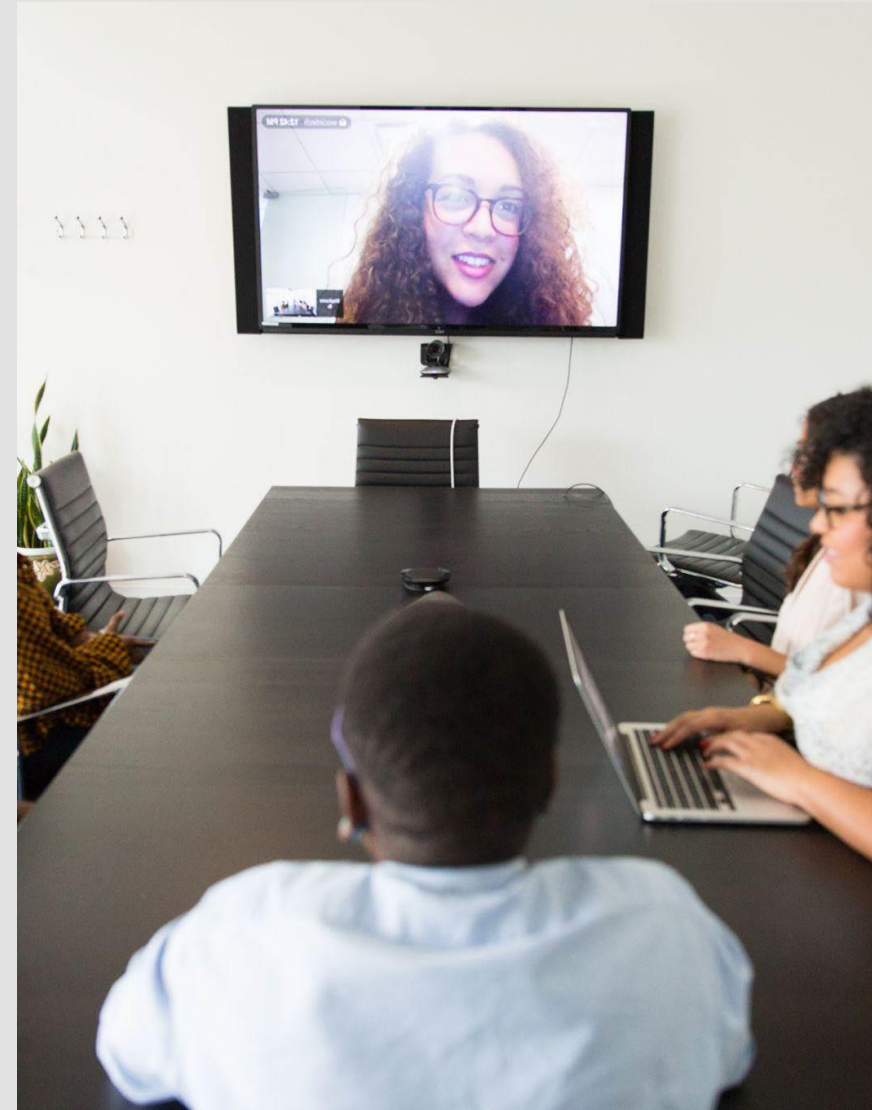
- **Riverside.**
- **Livestorm.**
- **Demio.**
- **Zoho Meeting.**
- **WebinarJam.**
- **WebinarNinja.**
- **GoToWebinar.**
- **LiveWebinar.**
- **EverWebinar.**
- **BlueJeans.**
- **My Own Conference.**
- **EasyWebinar.**
- **ClickMeeting.**
- **BigMarker.**
- **GetResponse.**
- **Adobe Connect.**
- **WebinarsOnAir.**
- **Google Hangouts.**
- **Livestream.**
- **Zoom.**



ClickMeeting

ClickMeeting is an online tool facilitating online meetings, conferences, training sessions, webinars, and online events.

They provide a virtual boardroom, classroom, or event venue that makes reaching teammates, employees, and students possible, no matter where they are.



ClickMeeting is a hybrid platform that allows you to host online meetings, video conferences or webinars.

The platform is browser-based, it requires no software installation and works on all devices and operating systems.

The user interface includes interactive tools and features to make webinars engaging for attendees and cost-effective for organizers.

Features

ClickMeeting is a hybrid platform that allows you to host online meetings, video conferences or webinars.

The platform is browser-based, it requires no software installation and works on all devices and operating systems.

How to plan (design) a successful webinar

1. Choose the right topic, title, and format

First of all, think of what the purpose of your webinar will be.

2. Choose the presenters & team

When preparing for a webinar, you'll need to pick a qualified presenter.



1. Plan out the content of your webinar

Planning is crucial if you want to construct an online seminar that's engaging from start to finish.

2. Prep the tech & environment

Before you run a webinar, make sure you have a camera (a working laptop camera is good enough) and a working microphone.

3. Attend other webinars beforehand

It's hard to imagine how to prepare for such an event if you've never attended one yourself.

4. Schedule the webinar using your webinar software

What is the best time to run a webinar? It's hard to pinpoint the 'perfect' date and time, but the rule of thumb is to schedule a webinar for the middle of the week

5. Promote your webinar

To run an online presentation, you need people to register for it.



Co-funded by the
Erasmus+ Programme
of the European Union



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

