

The Quell Group – Webinar Planning and Implementation Services

Can't meet in person? Turn to The Quell Group to bring your audience together virtually.

While it may seem simple to produce a webinar, strategic missteps and technical glitches can make it difficult for your brand to recover from a failed online event. Quell's experience in producing and promoting online events can ensure the success of your webinar in six key areas:

1. Selecting the correct platform
2. Establishing the optimal format
3. Developing compelling content
4. Training and coaching presenters
5. Determining best event timing
6. Driving attendance

Online events include:

- Live webinars
- On-demand webinars
- Virtual trade show and conferences
- Customer roundtables
- Quarterly earnings announcements
- Product and technology introductions
- CEO Q&A sessions
- Virtual focus groups



Webinar and Online Event Planning

The success of any online event is a result of conceiving and creating an event that is of value to your audience. This often requires starting the planning process at least 3-4 weeks prior to the date of the online event. Quell's strategic planning services include:

- Recommendations regarding software platform(s)
- Establishing the optimal format for engaging and educating audiences
- Best practices regarding scheduling events across time zones
- Recommended topic for aggregating identified audience(s)

Event Promotion

Quell's promotion of your webinar or online event is designed to get a large enough audience to meet your goals regarding engagement and lead generation. Our promotional services include:

- One promotional email for your use with internal lists (Quell will send if current QMAP client)
- Graphic for use with organic social media channels (LinkedIn, Facebook and Twitter)
- One LinkedIn Sponsored Content campaign with ad creative and link to registration page for 5-6 audience segments
- Source tracking for all promotional channels (if available with registration platform)
- Management and optimization of LinkedIn campaign with conversion tracking (if available with registration platform)
- Registration reports with lead follow-up information

Event Production

Quell's event services involve managing the execution of your event from start to finish, including:

- Setup of registration landing page on chosen event platform
- Reminder emails to registered attendees
- Follow-up emails to attendees and non-attendees
- Content and design of 15-20 slide presentation (introduction, event instructions, content, Q&A, wrap-up, thank you) with your subject matter experts
- Moderation of the live event, including filtering and queuing of audience-submitted questions
- Recommendations regarding physical location and technology needed for each presenter

To hold a preliminary discussion to address the potential of your webinar contact The Quell Group:
Mike Niederquell, mike@quell.com | John 'Fitz' Fitzgerald, jfitzgerald@quell.com