How to Host Your First Event In Just 6 Easy Steps

Hi,

Welcome to Webinato — the 4th generation release of the smartest online media platform you can use for hosting exciting, engaging webinars.

Webinato has been rigorously engineered and developed from over 10 years of demanding customer requirements. We are proud to say that our platform was built specifically for major companies who wanted carefully designed features to handle their multi-media presentations successfully.

Your Webinato account functions much like a conference center would for your company. Inside this conference center you can add individual conference rooms with each one set up and configured differently. This way you can have rooms for things like sales presentations, online training, or corporate announcements. Each room can be ready to go for a specific function or purpose — a huge time saver.

Inside every Webinato room, you'll find all the tools you could possibly need to host more exciting, more engaging and hopefully more successful online events. This quick start guide will walk you though how to set up a room and host an event for the first time. Please take a few minutes and carefully go through this guide step by step.

If you have any questions or need any help, please don't hesitate to ask support or reach out to your account manager. We'll do whatever is necessary to make sure you can use our platform successfully.

Last but certainly not least… thank you allowing us the opportunity to serve you.

Best,

Shahin Shadfar
CEO & Founder

Overview

In this document, we will explain how to put on your first webinar in 6 steps.

- Step 1 - Getting Started

    Personalize the Webinato platform by adding a logo and creating a custom URL for your company

- Step 2 - Create an Event

    Focus on how to reach and interact with your customers via this event

- Step 3 - Manage Registrations

    Send follow up emails and generate reports

- Step 4 - Set up your Presentation

    Customize your webinar room look and feel, as well as upload content
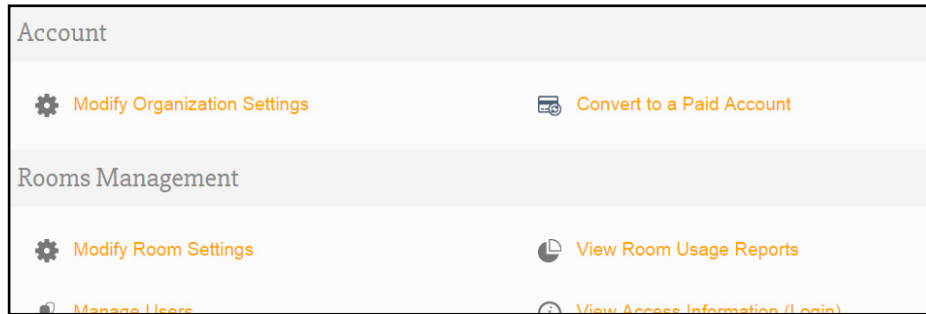
- Step 5 – Host an Event

    What to do when the event starts

- Step 6 - After the Event

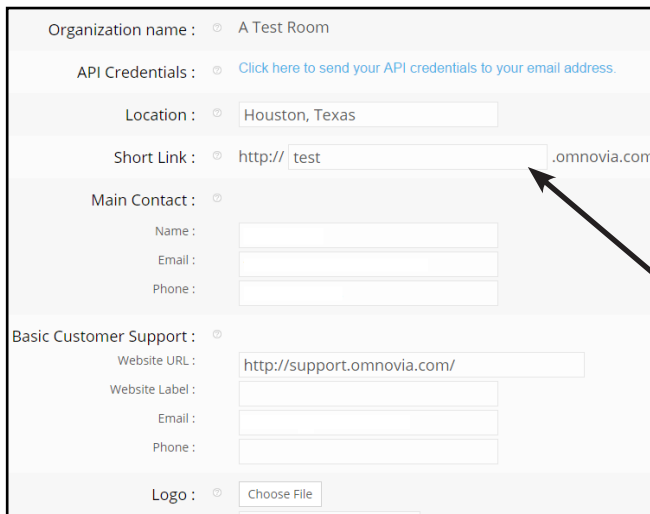   Collect data and manage your recordings for encore presentations

Step 1 - Getting Started

webinato
no.1 in webinar automation

First, let's login and go to your Admin Page (located at yourcompany.webinato.com/adminpage). Then we will modify a few organization settings, and room settings.

Account	
⚙ Modify Organization Settings	🗃 Convert to a Paid Account
Rooms Management	
⚙ Modify Room Settings	🕮 View Room Usage Reports
👤 Manage Users	⟳ View Access Information (Login)

Organization Settings

By default, you should see the Edit Organization Settings page upon first login, but if not, click on *Modify Organization Settings*. From there you can upload a logo and customize your URL. Be sure to click *Update Changes* at the bottom of the page. ***NOTE: Any and all changes to this SHORT URL will affect every link for your company; direct room access and even admin page access is affected by this setting, so make sure you let people know of any changes you make as soon as possible. Event access links are not affected by changes made here.***

Organization name :	⊘	A Test Room
API Credentials :	⊘	Click here to send your API credentials to your email address.
Location :	⊘	Houston, Texas
Short Link :	⊘	http:// test
Main Contact :	⊘	
Name :		
Email :		
Phone :		
Basic Customer Support :	⊘	
Website URL :		http://support.omnovia.com/
Website Label :		
Email :		
Phone :		
Logo :	⊘	Choose File

? **TIP:** *Mouse-over the "?" icon next to the setting for more information, including a short description of the setting as well as some hints about best-practices.*

? **TIP:** *It is very important to communicate any changes to this URL to your members/attendees, as any older URLs will no longer work.*

Basic Room Settings

Click on *Modify Room Settings*. From there, click on *room1* (default name). This will allow you to change the room name to something more fitting, and to edit the URL to match.

Further down there are checkboxes for adding a Top Banner and In-room Advertisement, which give you additional places to upload images to brand your room. The In-room Advertisement can be clickable by adding a URL.

There is also a checkbox for End Marketing URL. This is what the browser will load when attendees exit the room after the webinar is over. This is a good spot for links to surveys, sign up forms, your company website, etc.

Step 1 - Continued

Default Room Content Modules

Enter your webinar room by clicking the *Access My Rooms* Quick Link at the top of your Admin Page, and then clicking the name of your room, followed by the *Enter Webinar* button. Think of this as a virtual conference room. You can change the layout of each content module by clicking the gear icon in the upper right hand corner, and then clicking *Open Layout Manager*. (This can also be done from inside your *Admin Page/ Modify Room Settings*)
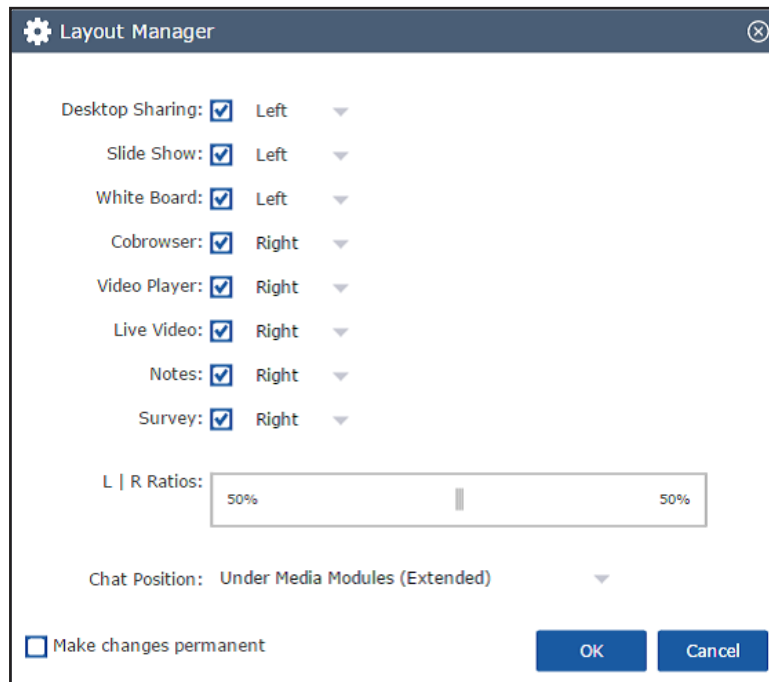
Voice and audio configuration options

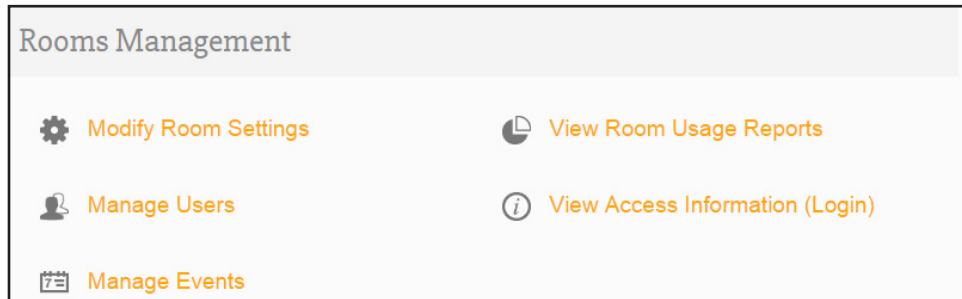There are essentially two ways that you can setup audio:

1. **VoIP (Computer Mode)** – Use a microphone to speak, and headphones/speakers to listen by selecting the Computer Audio option.

2. **Integrated Phone Audio (Phone Mode)** – You can use your phone line to present or listen to a webinar by selecting the Phone Audio Option

Which is best for me?

While we provide you the flexibility to provide computer or phone audio for your presenters and attendees, we highly suggest you consider moving over to VoIP audio using USB microphones and headsets. Not only does VoIP provide a much higher-quality experience for your webinars, but is also much easier to use.

webinato
no.1 in webinar automation

Now let's go back to the Admin page, to the *Manage Events* section. We will focus on how to reach and interact with your customers via this event.

Rooms Management

⚙ Modify Room Settings   ◰ View Room Usage Reports

👤 Manage Users   ⓘ View Access Information (Login)
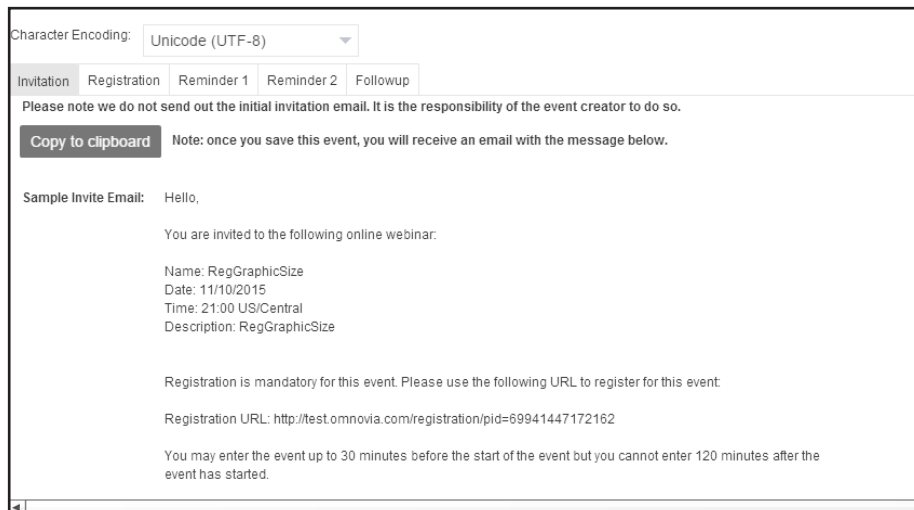
📅 Manage Events

Set up a new event

When we click on *Manage Events* from the Admin page, it will bring us to the Event Manager. Click on Create New Event to get started. Fill in the appropriate information for the event. You can upload an image to be displayed on the event registration page.

On the next tab (Date/Time), enter the date, time and duration for your event. You can set the event to be recurring as well. Click save.

On the next tab (Access) you can set a password, and ask additional questions to your attendees. We can export this information later (detailed further in this document)

Invite attendees

When you go to the *Emails tab*, you get a template for a webinar invitation that you can copy and import into your email/CRM/marketing software. ***It is important to note, the initial invitation email must be sent from your own system.*** After your customers have registered, the Reminder and Followup emails will be sent automatically from the Webinato event manager tool. You will get a copy of the emails as well.

Character Encoding: Unicode (UTF-8) ▾

| Invitation | Registration | Reminder 1 | Reminder 2 | Followup |

Please note we do not send out the initial invitation email. It is the responsibility of the event creator to do so.

Copy to clipboard   Note: once you save this event, you will receive an email with the message below.

Sample Invite Email: Hello,

You are invited to the following online webinar:

Name: RegGraphicSize
Date: 11/10/2015
Time: 21:00 US/Central
Description: RegGraphicSize

Registration is mandatory for this event. Please use the following URL to register for this event:

Registration URL: http://test.omnovia.com/registration/pid=69941447172162

You may enter the event up to 30 minutes before the start of the event but you cannot enter 120 minutes after the event has started.

Step 3 - Manage Registrations

In the report tab of the event manager, you can: view who has registered for the event, resend the registration email, as well as export the list to a CSV file. We can integrate this information with your existing business tools via our easy to use APIs (www.webinato.com/apis/)

Follow up emails (optional)

Before the event, you can send reminder emails to people who have registered for the event. You can modify these emails however you see fit, and then send a test email to yourself to make sure it looks great!

After the event, you can create a custom follow up email. It can include links to surveys, links to an AutoPilot Recording of the event, etc. The same test email scenario applies for the follow up email.

Reporting options

In the Event Manager, you can open your event and go to the Report tab. Then you can export (as a CSV file) the list of registrants, along with any question data that you included in the registration.

Step 4 - Setting up your Presentation

webinato
no.1 in webinar automation

Let's go back to the webinar room and upload content so you have everything at your fingertips during your event.

Uploading PowerPoint slides

The Slides module enables you to upload your presentation while maintaining the slide transitions, and because it doesn't require any desktop or application sharing, it is quick and efficient. Just click on the Slides tab, then click the Start Slides button. In the following pop-up window, click the Upload button and navigate to your PowerPoint file. It will then show up in the list of available slide shows. Press lay and it will load the slide show and give you a simple to use navigation toolbar.
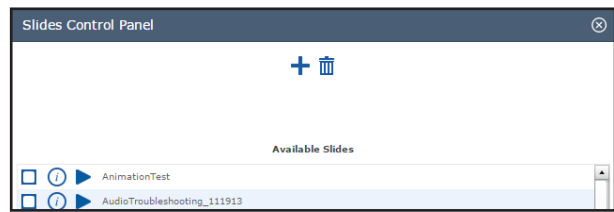

Preloading the Documents folder

You don't need to worry about emailing or screen sharing files to your audience during the event. Simply upload files (word docs, PDFs, links, etc) and they will be available to your attendees during your events. Look in the bottom right hand corner of your webinar room, click on the Documents button, and upload.

Creating Surveys

Get question data and valuable feedback from your attendees. You can have a survey auto-load at the end of your event, or you can load it up at any point during the live session. Just click on the Survey tab, and then click start survey. Click add survey, and use the drop down menu to select different question types. You can click the checkbox to make the survey available to any other rooms as well.

Creating Instant Polls

Encourage audience participation and get immediate feedback with the Instant Poll tool. Click on the Tools button in the bottom right, and then Instant Poll. You can type a question to the audience, and then add various options for them to choose. You can have the answers be anonymous, or shared with the rest of the audience. If you click the checkbox for save to favorites, it will be available for you to use in future webinars.
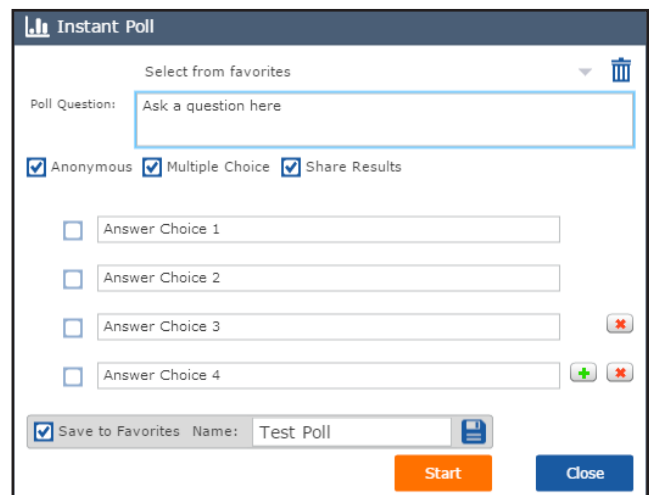
Step 5 – Practice Hosting an Event

Some helpful hints and tools to utilize during your event.

eCurtain

You don't want anyone to see your cluttered desktop, or enter the room early and hear your mic check. The eCurtain gives you privacy before the event, so you can focus on preparing. In the Tools menu, you can click on eCurtain. This will hide the media modules and mute the audio to the attendees, so you can prepare and test audio/video with presenters. Simply click the flashing eCurtain button when you are ready to start.

> **?** **TIP:** *As a moderator, you will not see the curtain as attendees do. Instead, you will see a yellow button that raises the curtain when clicked.*
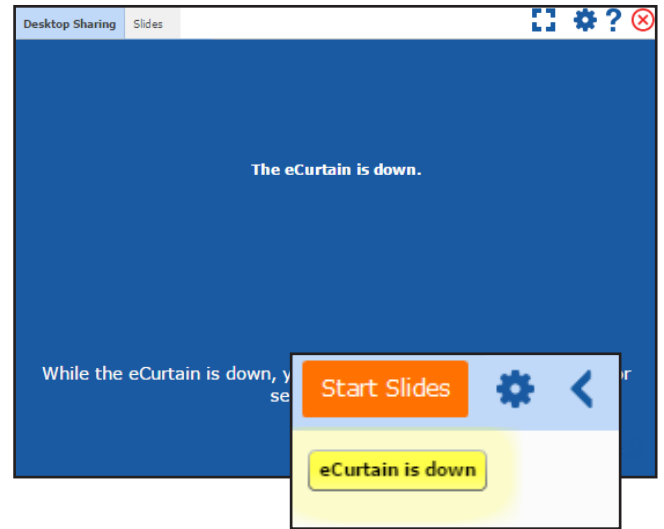
Recording

You have the option to record the event. To start recording, click on Tools, and then AutoPilot Recorder. From there, give the recording a name, and click start. Once the event is over (or you wish to stop recording), simply click the stop button at the bottom.

Q&A Manager

When it's time to open the floor for Q&A, don't let questions got lost or forgotten because they've scrolled by too fast in the chat box. When you click on Q&A Manager from the Tools menu, and then click start, it will change the chat mode for attendees. It will give them the option to ask single questions, and all questions will be presented to you (moderators/presenters) in the Q&A manager. You can then assign questions to other moderators/presenters if you desire.

Moderating Chat

Take control of the chat with moderation options. If you click on the gear icon in the chat box, you can set several chat options, such as disabling all attendee chat, or just privatizing it (only moderators/presenters will see attendee chat). Clicking on an individual attendee name will give you the option to kick or ban from the room, as well as mute or private message.

Ending the Room

Don't forget to close down the session once your event is over. This will kick any stragglers out of your webinar and redirect them to your end marketing URL. Click the red "X" in the upper right corner and then click the red button to end the session for all participants. Note that the room report for your event will not be generated until the room is ended.

When the event has concluded, you can go back and manage your recording(s) and take a look at data collected during the event, such as chat logs, survey answers, etc.

Step 6 - After the Event

Managing Recordings

We call our recordings "AutoPilots," as they are more than a flat recording, and can be interactive. Once you have recorded an event, there is no need to do the presentation twice! You can create an encore event, in similar fashion as we have done previously. When the event starts, simply go to Tools, and then AutoPilot Recorder, and click play on the previously recorded event. The presentation, along with any polls or surveys will happen as if the event were live. If you stay and offer chat support, your audience will get the same high quality experience as if it were the first time the webinar was being broadcast.

Collecting Report Data

After the event has concluded, you can go to *View Room Usage Reports* from your Admin page. It will list all occurrences your webinar room has been used. There are extensive search options to help you once you have used your webinar room(s) many times. When you click on the particular date/time you are looking for, you can download chat transcripts, poll and survey data, participant lists, etc. in CSV format.

What if I need more info?
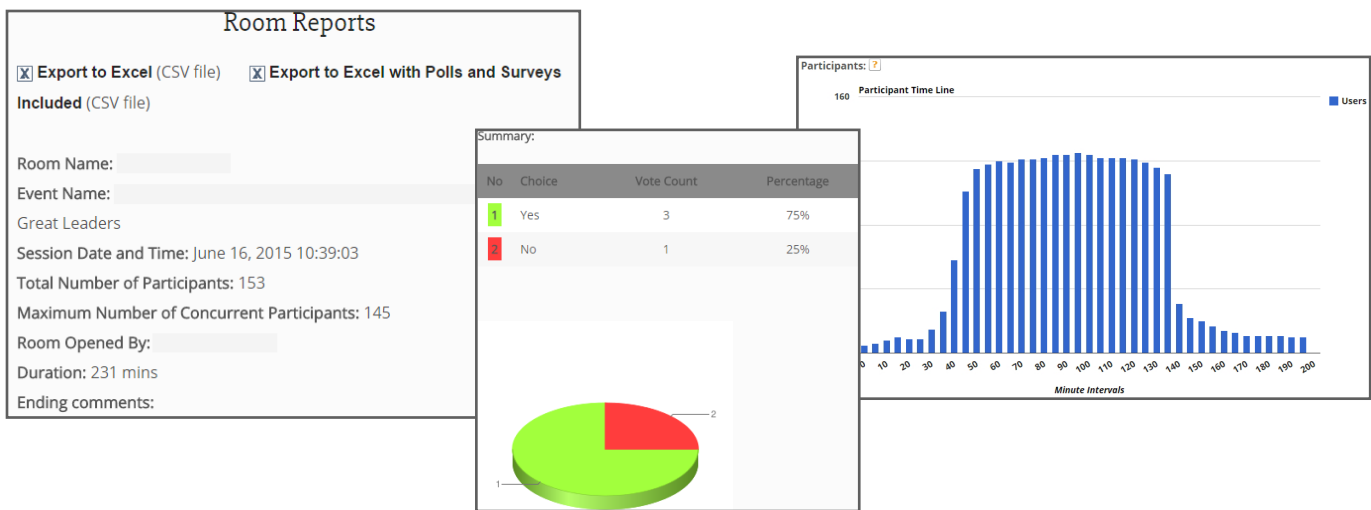
Visit help.webinato.com to search our knowledgebase or open a support ticket.

Live Chat is available 24/7 and can be accessed via help.webinato.com.

Phone Support is available from 8am-8pm Eastern Time, by calling toll-free 1-888-849-9618 or 415-394-8010.