



UK
FINANCE

Webinar Best Practice

Key milestones and guidance for hosting a webinar
with UK Finance

As a [Member](#) or [Associate Member](#) of UK Finance, you can convene our broad membership through our Webinar platform and discuss topics important to the banking and finance industry. As we continue our work in supporting the industry, we are always looking for partners with whom we can share ideas and thought leadership.

A webinar is a fantastic way of showcasing your expertise in a particular area and can also help you reach and engage a specific target group allowing you to gain insight.

From highlighting a client success story to sharing your specialist knowledge, a UK Finance webinar positions your firm as a thought leader in the field.

You provide the speaker, presentation and topic (subject to approval) and UK Finance will support your business with the platform, technology and moderator



Why Host a Webinar?



Brand Awareness

- Widely promoted through UK Finance channels, a webinar broadens your exposure and brand recognition with the audience you want to reach
- With registration averaging 300-500 per webinar, your message reaches a large and engaged audience

Promotion

- Dedicated emails
- Assistance in promoting the webinar to your own database
- Promotion in an UK Finance e-newsletter for additional exposure

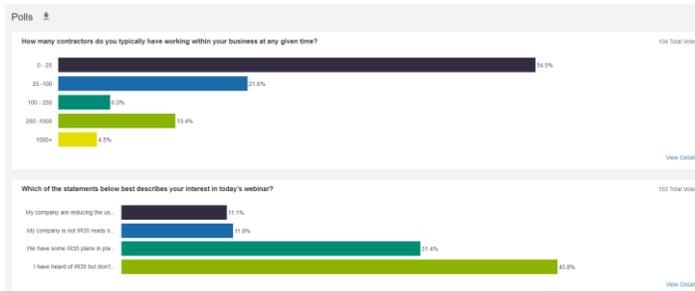
Management Information

- Full attendee statistics provided (registrants vs live attendees vs on demand) *Please note attendee contact information is not disclosed due to GDPR regulations*
- Summary dashboard showing peak engagement times and audience retention
- Full analytics of survey, polls and downloads of extra resources

Webinar Best Practice

What members and associates can do to get the most from their webinar

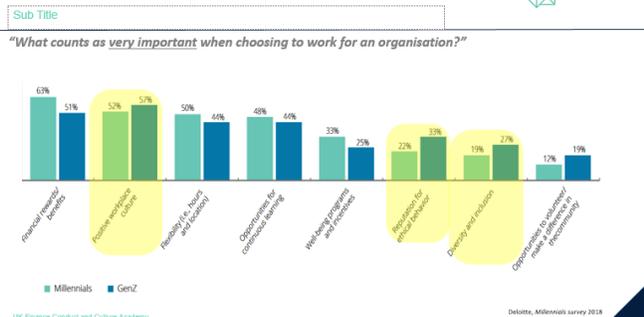
Leverage The Technology



- Polls can be used as an energiser at the start of the webinar (no more than three in one webinar) and to allow time to discuss responses.
- The Q&A widget has emerged as the most popular tool to drive audience interaction. Put aside 15 minutes at the end of the webinar to answer any questions.
- Resource lists should be a complimentary addition to your session. Think about key websites, discussion papers or helpful guides to support the content in your webinar.

Focus On The Content

...in parallel with employee expectations



- Topical content connects more with the audience
- Know your audience and what content they like
- As long as the content is easy to read, using creative colourful fonts when suitable, can bring your presentation to life.
- Layout is important so chose a consistent format and limit text - images are more powerful

Webinar Best Practice

What members and associates can do to get the most from their webinar

Harness The Marketing

Free Webinar: Beneficial Ownership Checks: Successfully Tackling the New 5MLD Compliance Challenges

31.03.20

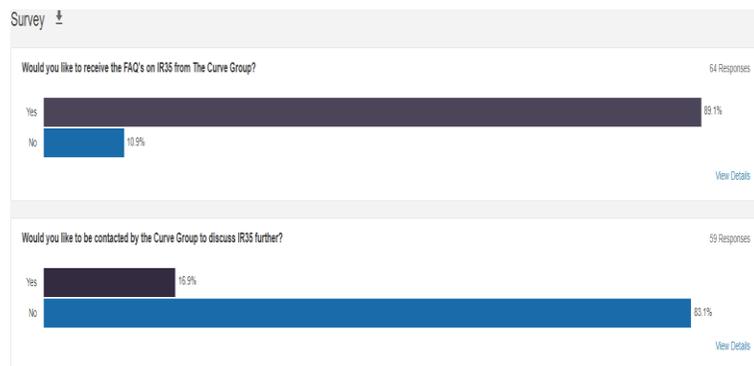
Transforming Ultimate Beneficial Ownership (UBO) analysis and continuous customer monitoring capabilities to meet AMLD5 requirements are just two of the main challenges that need to be tackled if b...

Free Webinar: Cyber Security and the Board – Working with third party suppliers

01.04.20

We all know that third party breaches can lead to our data being stolen, we even know it's possible for our businesses to be specially targeted via our third party supply chain...

Analyse Feedback



- Make sure there is sufficient time to scale your audience. Pursuing a longer promotional cycle can boost registration numbers.
- Promote at the right time when participants are more likely to register (first thing in the morning).
- Schedule the webinar at a convenient time. Mid-week is typically the best time to host a webinar at 11am or 3pm.
- Establish a process to find out what participants thought worked and what didn't – this could be added as a specific survey question at the end of the session.
- Use the management information provided by UK Finance to review the responses to your polls or the questions asked in the Q&A

Webinar Best Practice

A presenters checklist

Rehearsal

- Script out the first few slides
- Rehearse as if you are in front of an audience
- Time your rehearsals
- Prepare seed questions for the Q&A session

Preparation

- Print out a copy of the slides
- Make sure you are in a room where you will not be disturbed
- Present from a headset or handset rather than a speaker phone
- Log in 30 minutes before the webinar to run sound checks with other presenters

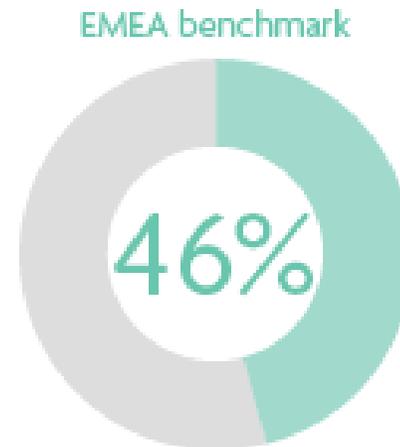
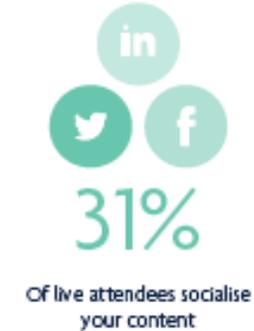
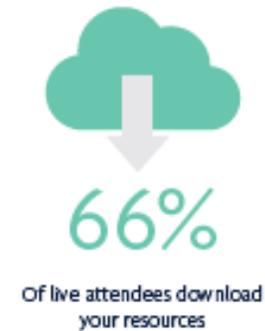
Execution

- Speak to your audience not at them
- Leave at least 10 minutes for the Q&A
- Try not to extend the webinar beyond the advertised time
- If you have fun, your audience will too



UK Finance Webinar Statistics

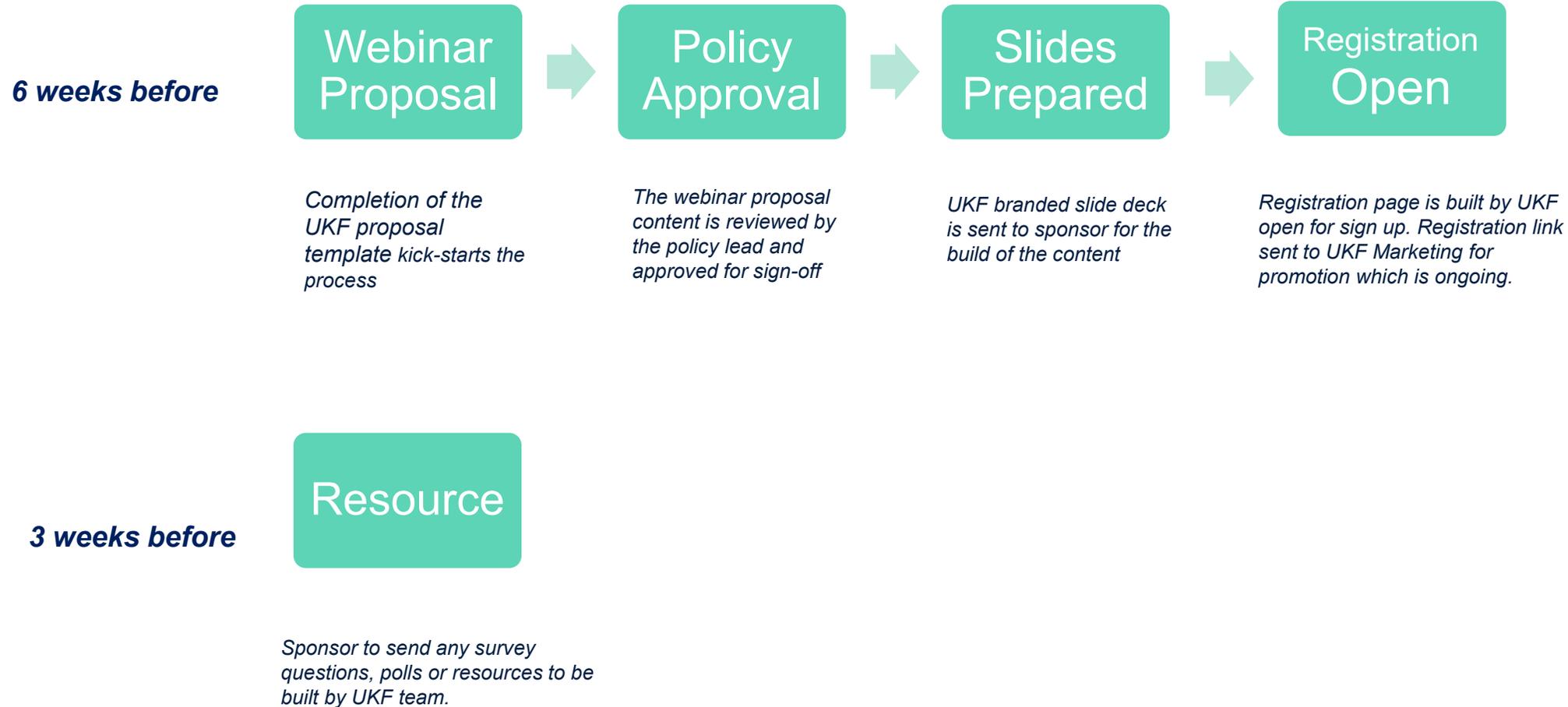
Statistics based on webinars 1st January 2019 – 31 December 2019



Registrant to attendee conversions

Webinar Process

Timeline of events in the lead up to the live webinar



Webinar Process

Timeline of events in the lead up to the live webinar

1 week before

Slides
Finalised

Sponsor to send final presentation slides in branded slides previously sent.



Preview

UKF to send presenter link for sponsor to review before webinar date.



Logistics
Call

If required a final call will be arranged to talk through the slides and coordinate the flow of webinar ready for the live date.

2-3 days after

Analytics

UKF collate and send all engagement statistics to sponsor.

Thank you

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