



## Webinars : Simple, Powerful

### What's a Webinar?

A Webinar is a live online presentation during which one or more people (*presenters*) deliver a presentation for online *attendees* via the Internet. Presenters may use voice, video, slide shows, movies, chat, polls etc. to communicate and interact with attendees in real-time. Attendees may also ask questions via chat or voice and / or take polls. The word *webinar* is derived from web based seminars.

### Why Webinars?

Webinars enable organizations to promote ideas, products and services with real-time interaction with attendees or prospect clients at a fraction of the cost of physical conferences or meetings. In addition to significant cost savings in travel expenses, webinars also offer a greener solution. Presenters and Attendees can connect to a virtual conference room from anywhere in the world.

Webinars provide a much more effective solution than teleconferencing given the importance of images and video in communication.

### Why omNovia?

omNovia Technologies provides the most advanced webinar platform in an easy-to-use, secure and reliable web-based interface. You do not need to install any software on your computer to access an omNovia webinar since it is delivered via any web browser available on any computer with Internet connection. A unique recording feature makes it easy to review a webinar if an attendee missed the live presentation. omNovia also offers live video in HD quality and many other interactive tools to create more engaging presentations.

## What are the Steps to Set up a Webinar?

Upon your omNovia account creation, you may use the integrated *Event Manager* to create a customized *registration link* for your presentation. You then email the registration link to your prospect attendees. An online report shows a list of registrants at any time. Note you may choose to charge for your online presentation using the Credit Card feature available in your Event Registration module. omNovia specialists will help you should you have any questions. Also note omNovia does not resell any of the users contact information.

You may use your omNovia room for training your presenter(s). Learning how to present is simple and may take up to 30 minutes. Using the Voice Over IP (VoIP) with a microphone attached to the computer instead of phone is recommended since it provides a higher quality audio and makes it easier for your attendees.

On the day of the presentation, attendees will easily connect to your virtual room, which will show a list of online participants. You may choose to record your presentation. It is a good idea to have an in-room moderator who can help the presenter and answer some of attendees' questions.

## Can I Restrict Access to Webinars?

You may restrict access by setting passwords for your event or by integrating access to webinars into a password protected section of your web site, so only members may access the virtual room.

## How will omNovia Staff Help Us?

In addition to offering great technology, omNovia specialists, through the OPTiMA service will help you with best practices, project management and reporting. The omNovia platform offers a plethora of interactive tools, which can help create a more positive experience and a more engaging and impactful presentation. Your OPTiMA coach will help you get the most of your webinars.

## How Much Does It Cost?

Your cost will depend on the number of attendees simultaneously connected to your virtual room. In general a webinar will cost in the hundreds of dollars, effectively a fraction of the cost of a physical presentation. omNovia StageToWeb (HD Video) will cost in the low thousands of dollars.

More information is available at <http://www.omnovia.com/web-conferencing.html>