CEOS

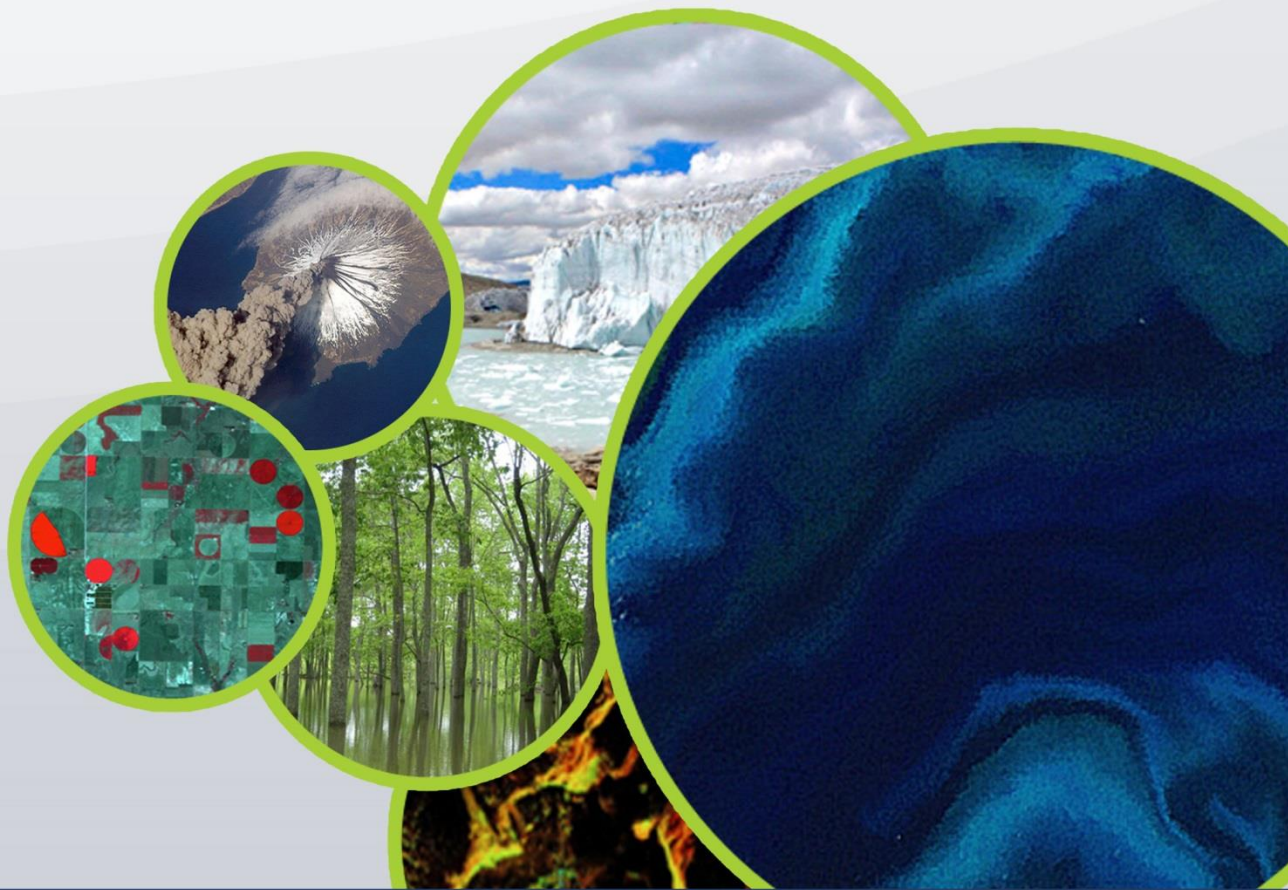**Committee on Earth Observation Satellites**

CEOS Webinar Toolkit

Webinar Promotion Guide
May 2021 | Version 1.0

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Version Control

Version #	Authors	Purpose/Change	Date
0.1	Lauren Childs-Gleason and Barri' Ragland-English (NASA)	Initial Draft	Feb 2021
1.0	Sydney Neugebauer (NASA)	Finalized Draft	May 2021

CEOS Webinar Toolkit Introduction

In support of the CEOS mission and goals, the Webinar Toolkit serves to provide CEOS working teams with a foundation of resources to better promote and present CEOS work and initiatives. The WGCapD's collective experience in effectively designing and hosting webinars has been compiled in this document to support the strengthening and branding of CEOS webinars. This CEOS webinar creation guide is intended to be a living document, for exchanging experiences and sharing knowledge.

Purpose

Webinar promotions are important for gaining an appropriate audience for your webinar. Promotions can be targeted or broad depending on webinar goals and objectives. This guide shares some tips and good practices, along with guidance for using templates and gaining WGCapD's support in the promotion process.

Promotional Activities

Once you have finalized logistics (details, timing, platform, registration information, etc.), it is time to promote your webinar. Create a simple promotion plan – a list of what outreach activities you will pursue, through what channels, and when they will take place.

Example Promotional Actions:
- Personalized emails to key stakeholders and networks
- Email blasts – to the CEOS networks and distribution lists, partners, stakeholders, etc.
- Inclusion in the CEOS Training Calendar
- Website posts – CEOS working team webpages, and pages of the hosts, stakeholders, partners, etc.
- Social Media posts – Twitter, LinkedIn, Facebook, Instagram, etc.

Promotional Emails

When drafting a promotional email, key components to include are:
- Title
- Date(s) and time(s) of webinar (including time zones)
- Language(s) in which the webinar will be given
- Short description of the webinar topic, goals, and learning objectives
- Registration information (or if no registration is required, the link to join)
- Target audience
- Information about the course format
- Social media links (if available)
- Host information
- POC for follow up questions

To write a high-performing email, consider the following suggestions:
- The email subject should be short and concise – consider including catchy or actionable language
- Personalized emails typically have higher open and click-through rates, consider writing a short salutation at the top of the email directed at the network you're sharing the email with
- Write a compelling pre-header (part of the email that shows up in the preview before you click on the email) to spark the recipient to open the email
- The body of the email should be simple, clear, and communicate the key components listed above
- In the body of a promotional email you should underline and/or bold key deadlines or links

- Attach the webinar flyer for more information and easy sharing with colleagues

CEOS Training Calendar Inclusion

When you are ready to include your webinar in the CEOS Training Calendar (https://training.ceos.org/), complete this form: https://ceosdotorg.wufoo.com/forms/p1f6ex1q1xzgukm/. The information you will share includes:

- Title of event
- Start and end dates
- Event organziers
- Brief description
- Languages
- Regional focus (if applicable)
- Thematic observation area
- Target audience description
- Learning objectives
- Pre-requisites (if applicable)
- Website or registration link
- Registration deadline
- Contact person name & email

Note: the training calendar is set up that so that fields left blank will not display.

Website Posts

Pages and posts on websites for the webinar should include the same information as the promotional emails and the promotional flyer. Ensure that links are live and the registration deadline is clear. Note: it's a best practice to post webinar materials online after the training (recording links, slides, etc.).

Social Media

Social media provides a vast opportunity to reach a broad audience. Consider which platforms suit sharing information about your webinar best and identify what accounts you have access to getting webinar information posted on. To utilize social media effectively, consider the following:

- Encourage social sharing by adding easy social share buttons and links
- Offer prepared tweets for your audience to share with their community
- Be engaging with your word selection and keep things concise
- Use images in your social media posts
- Target your promotional posts to fit within the social media platform you are using – each have different guidelines and capabilities, word counts, etc.
- Live-tweet during the webinar
- Consider what hashtags might be appropriate to use

General Considerations

- GoToWebinar reports that Tuesdays attract the most registrations (24% of total registrations), followed by Mondays, Wednesday, and Thursdays. Registrations also spike in the morning between 8-10am local time. Sending a promotional email early in the morning will make sure your email is at the top of your recipients' inbox.
  - Email blasts on Tuesdays mornings may garnish the most response.
- A recommended promotion period begins 4 weeks prior to the webinar, with increased promotion frequency as the webinar gets closer. Registration often surges the week before the webinar.

- To ensure continued cooperation, it is important to maintain a trusted, consistent relationship with the communications personnel that will share your promotional materials to their newsletters, calendars, and listserves.
- If you would like to study which methods of promotion are gaining the most attention, consider implementing campaign link tracking to determine the number of clicks on email links.

Resources

- GoToWebinar: 12 Secrets of Successful Webinar Promotion – https://blog.gotomeeting.com/12-secrets-webinar-promotion/
- StealthSeminar: 6 Ways to Promote Your Upcoming Webinar on Social Media Organically – https://stealthseminar.com/6-ways-to-promote-your-upcoming-webinar-on-social-media-organically/
- Neal Shaffer: How to Promote a Webinar with Social Media – https://nealschaffer.com/promote-webinar-social-media/