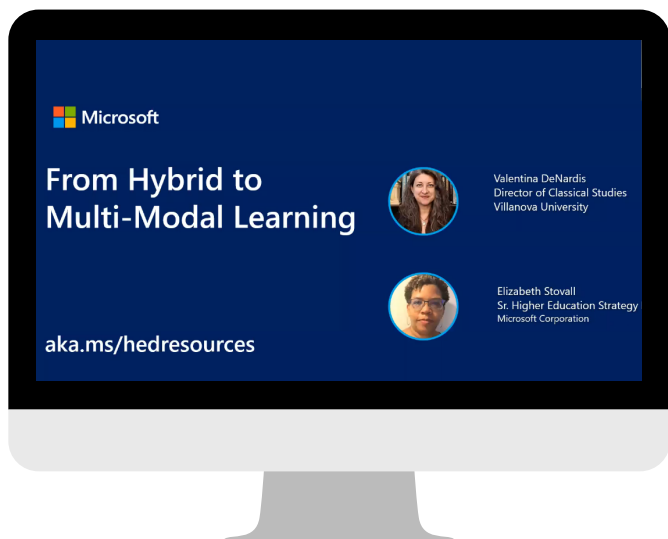**EDUCAUSE**

Industry and Campus Webinars—build trust with your customers and showcase your expertise.

By hosting an Industry and Campus webinar, you can easily showcase your higher ed IT expertise and develop meaningful relationships with your target audience.

Features and Benefits

Microsoft

From Hybrid to Multi-Modal Learning

Valentina DeNardis
Director of Classical Studies
Villanova University

Elizabeth Stovall
Sr. Higher Education Strategy
Microsoft Corporation

aka.ms/hedresources

Conduct a webinar on a topic that positions your company as a thought leader with a partner from a higher education institution or panel of up to three.

Receive a recording of your webinar, participant evaluation results, and a transcript of comments in the chat.

Receive a list of registrants who agree to share their information for your team to follow up.*

> *This was great professional exposure for me as well as an opportunity to idea-share with the community in a way I don't often get to do.*

* The registrant list will include name, title, organization, and email address of those who agree to share their information during registration and may not represent total webinar registrations.

Best Practices for a Successful Webinar

We're here to help you get the most out of your time with us and broaden your brand's reach. To help make sure you, your staff, and attendees come away from your webinar happy and informed, please take note of the following recommendations.

1

Have an institutional client or campus partner, or other non-sales subject-matter expert, present with you.
And more importantly, let your co-presenters lead your webinar. Who better to help you build trust with your current or prospective clients than your customers?

15–33% ↓

Webinars that don't include a campus partner as a co-presenter or that have vague or inaccurate webinar titles and abstracts see a reduction in total registration of 15–33%.**

· Sep 4

Oh @educause....great topic, but not really loving this #manel. Sigh. #diversitymatters

2

Prioritize diversity, equity, and inclusion when engaging your co-presenter(s).
Diversity, equity, and inclusion is a critical priority for EDUCAUSE and is very important to the community we serve.
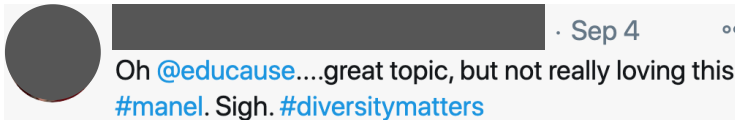
3

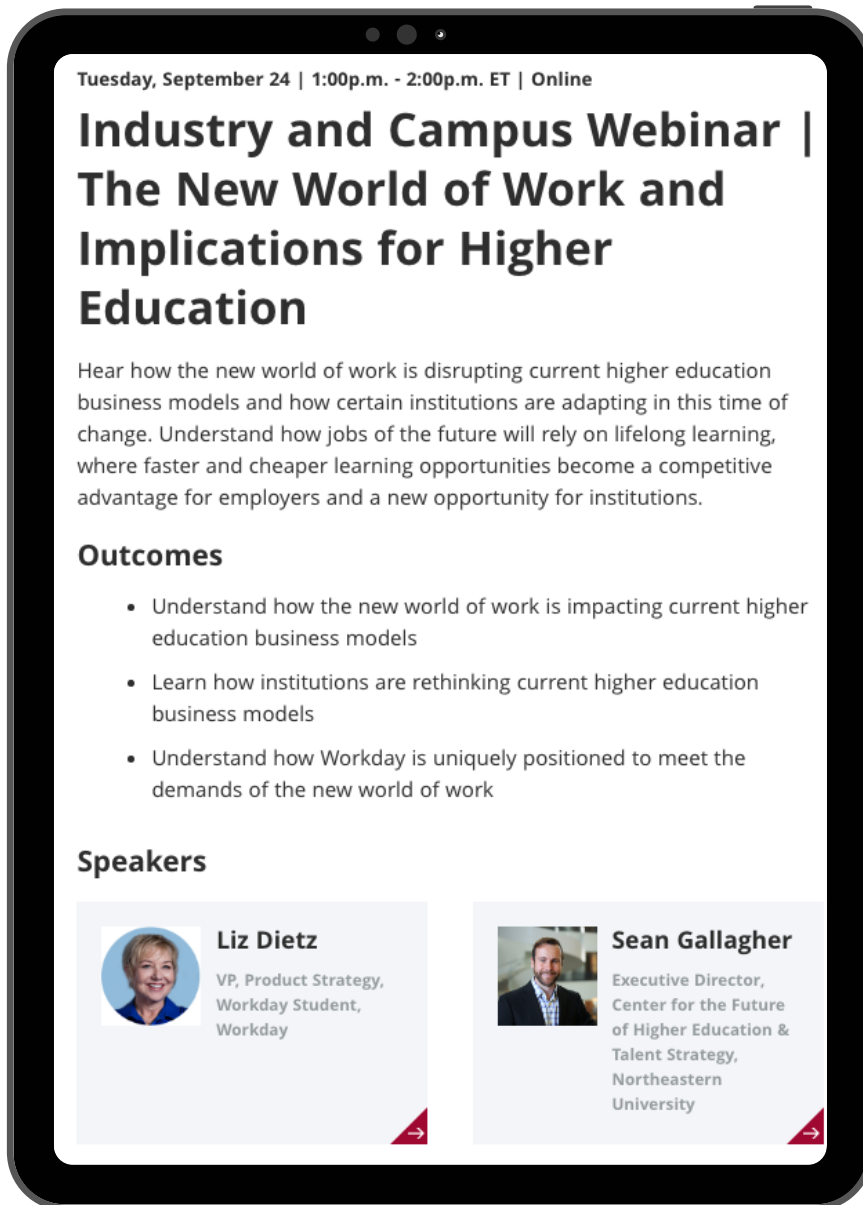**Avoid using this time as a product demonstration.**
Instead, use the webinar to address hot topics and showcase your knowledge and expertise. Leave your product demos as a way to follow up with registrants once your webinar has ended.

33–50% ↓

Webinars where the topic or scope of the conversation is misrepresented on the webinar's registration page see a drop off of 33–50% in live attendance before Q&A.**

** Findings from Industry and Campus webinars conducted in 2019–2020.

Examples from Your Peers

The Industry and Campus Webinar below received high satisfaction scores and saw a great return on investment. Some key things your peers did include:

Tuesday, September 24 | 1:00p.m. - 2:00p.m. ET | Online

Industry and Campus Webinar | The New World of Work and Implications for Higher Education

Hear how the new world of work is disrupting current higher education business models and how certain institutions are adapting in this time of change. Understand how jobs of the future will rely on lifelong learning, where faster and cheaper learning opportunities become a competitive advantage for employers and a new opportunity for institutions.

Outcomes

- Understand how the new world of work is impacting current higher education business models
- Learn how institutions are rethinking current higher education business models
- Understand how Workday is uniquely positioned to meet the demands of the new world of work

Speakers

Liz Dietz
VP, Product Strategy, Workday Student, Workday

Sean Gallagher
Executive Director, Center for the Future of Higher Education & Talent Strategy, Northeastern University

✓ Submitted all content on time and refrained from making any changes post-submission

✓ Had a campus presenter or non-sales subject-matter expert lead their webinar or made them central to the content delivery

✓ Included a demographically diverse presenter group to showcase a range of perspectives

> *It was helpful for me to do a presentation for an audience that is outside of my regular audiences (science and education). Very engaged audience and great moderators!*

Deadlines & Next Steps

Ready to host an Industry and Campus webinar? Important deadlines and next steps include:

1. Purchase a webinar slot by contacting corp@educause.edu.

2. Review the EDUCAUSE Industry and Campus Webinar Speaker Guidelines.

3. Confirm your webinar topic. Your title, abstract, outcomes, and additional resources are due two months prior to your webinar date.

4. Finalize your presenters and inform them that the session will be recorded. You may have a maximum of three presenters per event, and at least one presenter must be from a higher ed institution or must be a non-sales subject-matter expert. Presenter bios, photos, and email addresses are due five weeks before your webinar date.

5. Cross-promote your webinar.

6. Participate in the pre-webinar technology check and training.

7. Conduct your webinar.

8. Receive the opted-in registrant list, webinar recording, and chat transcript.

9. Evaluate your experience.

EDUCAUSE will set up a web page and registration and collect your content; provide a presenter walk-through and moderate the webinar; promote the series via email and social media channels; and archive your webinar recording in the EDUCAUSE Library.

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To learn more about Industry and Campus webinars and other opportunities available through EDUCAUSE, please visit educause.edu/corporate-participation. You can also contact us by email at corp@educause.edu or call 303-939-0326.

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