

ORGANIZATIONAL TRAINING: DEVELOPING A PROPER WEBINAR NAVIGATION GUIDE

1. After you have purchased the [Organizational Training: Developing a Proper Webinar](#) online course, and you are now logged into our learning platform, you will see the following information related to the online course:
 - a. Description of the online course,
 - b. Learning Objectives,
 - c. Course Modules & Duration
 - d. Certification Details, and
 - e. Navigation Guide.

2. In this case, you should scroll down and go to the **Course Content** section. Below is an illustration of how to follow the path to view the modules/topics of this online course.

The screenshot displays the 'Course Content' section of an online course. At the top left, the title 'Course Content' is shown. At the top right, there is a red button with a downward arrow and the text 'Expand All'. Below this, there are five module cards, each containing a radio button, the module title, the number of topics (5 Topics), and an 'Expand' button with a downward arrow.

Module Title	Number of Topics	Action
Module 1: The Purpose of a Webinar	5 Topics	Expand
Module 2: Successful Webinar Criteria	5 Topics	Expand
Module 3: Choose the Right Format	5 Topics	Expand
Module 4: Social Media Marketing	5 Topics	Expand
Module 5: Leading up to Your Webinar	5 Topics	Expand

3. You should click on **Module 1: The Purpose of a Webinar** Refer to the image below for more clarification.

The image shows a 'Course Content' section with a red border. At the top right, there is a red button with a white downward arrow and the text 'Expand All'. Below this, there are five module cards, each with a radio button on the left, the module title, '5 Topics' below the title, and a red 'Expand' button with a white downward arrow on the right. The first module, 'Module 1: The Purpose of a Webinar', is highlighted with a red rectangular box. A red arrow points from the right side of this box towards the right edge of the image.

Module Title	Topics	Action
Module 1: The Purpose of a Webinar	5 Topics	Expand
Module 2: Successful Webinar Criteria	5 Topics	Expand
Module 3: Choose the Right Format	5 Topics	Expand
Module 4: Social Media Marketing	5 Topics	Expand
Module 5: Leading up to Your Webinar	5 Topics	Expand

4. After you have clicked on [Module 1: The Purpose of a Webinar](#) the page below appears on your screen.



The screenshot displays a learning management system interface. On the left is a sidebar with a red header containing the text "Organizational Training: Developing a Proper Webinar". Below the header, the sidebar lists five modules, each with a radio button and a "5 Topics" indicator. The first module, "Module 1: The Purpose of a Webinar", is selected and highlighted in light blue. The other modules are "Module 2: Successful Webinar Criteria", "Module 3: Choose the Right Format", "Module 4: Social Media Marketing", and "Module 5: Leading up to Your Webinar".

The main content area on the right features a large heading "Module 1: The Purpose of a Webinar". Below the heading is a breadcrumb trail: "Organizational Training: Developing a Proper Webinar > Module 1: The Purpose of a W..." followed by a red "IN PROGRESS" button. The main text explains that webinars are useful tools for sharing content and products, and that they provide opportunities to connect with a global audience. Below the text is a circular portrait of a man in a suit. At the bottom of the page is a quote: "When it comes to the design of effective learning experiences, one provocative question is worth a hundred proclamations." – Bernard Bull.

5. This is a short description of **Module 1: The Purpose of a Webinar** In this case, you should read the content (if any), and scroll down and click on **Marketing tool for Potential Customers** to view the first topic of this module.

The screenshot displays a learning management system interface. On the left, a sidebar menu titled "Organizational Training: Developing a Proper Webinar" lists four modules. The first module, "Module 1: The Purpose of a Webinar", is selected and expanded to show five topics: "Marketing tool for Potential Customers", "Teaching or Training", "Presentations and Demonstrations", "Information Sharing", and "Case Study". The main content area features a quote at the top: "When it comes to the design of effective learning experiences, one provocative question is worth a hundred proclamations." - Bernard Bull. Below the quote is a "Lesson Content" section with a red header and a progress indicator showing "0% COMPLETE | 0/5 Steps". The same five topics are listed in this section, with "Marketing tool for Potential Customers" highlighted by a red box and a red arrow pointing to it. At the bottom right of the main content area, there is a "Back to Course" link.

6. If you have clicked on [Marketing tool for Potential Customers](#) as instructed, the content below appears. You need to go through the content by reading, memorizing, and scrolling down.

The screenshot displays a learning management system interface. On the left is a sidebar menu with a red header containing a document icon and the text 'Organizational Training: Developing a Proper Webinar'. The sidebar lists four modules, each with a radio button and a '5 Topics' indicator: 'Module 1: The Purpose of a Webinar' (selected), 'Module 2: Successful Webinar Criteria', 'Module 3: Choose the Right Format', and 'Module 4: Social Media Marketing'. The main content area has a large heading 'Marketing tool for Potential Customers'. Below the heading is a breadcrumb trail: 'Organizational Training: Developing a Proper Webinar > Module 1: The Purpose of a W...' followed by a red 'IN PROGRESS' button. The main text explains that webinars are useful for generating leads and lists four ways they are used: connecting with people for feedback, demonstrating expertise, engaging prospects without being overbearing, and announcing new products or services. A paragraph at the bottom discusses the modern digital environment and how webinars help businesses reach partners and clients.

Marketing tool for Potential Customers

Organizational Training: Developing a Proper Webinar > Module 1: The Purpose of a W... **IN PROGRESS**

Savvy business people understand that webinars provide the perfect opportunity to market to potential customers. Webinars are useful tools that will help generate leads to sell your products and/or services. Webinars are used as marketing tools in several ways:

- They help you connect with people to generate feedback.
- They offer the opportunity to demonstrate expertise.
- They engage prospects without being overbearing.
- They provide a venue to announce new products or services.

The modern digital operating environment has shifted the approach that businesses undertake to extend their cooperation reach for both partners and clients. By designing a proper webinar, an organization can express its professional capabilities and attract

7. When you have completed reading and memorizing the topic, you should click on the **Mark Complete** button to complete this particular topic.

The screenshot shows a training interface with a red header and a sidebar menu. The main content area contains a paragraph and an infographic. At the bottom right, a 'Mark Complete' button is highlighted with a red box and an arrow.

Organizational Training: Developing a Proper Webinar

- Module 1: The Purpose of a Webinar (5 Topics)
 - Marketing tool for Potential Customers
 - Teaching or Training
 - Presentations and Demonstrations
 - Information Sharing
 - Case Study
- Module 2: Successful Webinar Criteria (5 Topics)
- Module 3: Choose the Right Format (5 Topics)
- Module 4: Social Media Marketing (5 Topics)

a proper webinar, an organization can express its professional capabilities and attract potential customers. Always remember to take advantage of these marketing opportunities when using webinars.

Marketing Statistics about Webinars.

Statistic	Percentage
72% of consumers prefer watching a video over reading text.	72%
20% to 40% of webinar attendees turn into qualified leads.	20% to 40%
5% of attendees purchase.	05%
74% of B2B marketers say that a webinar is the best way to generate high-quality leads.	74%

Back to Lesson

Mark Complete ✓

8. To complete the first module that you are already learning, you should click on the **Mark Complete** button – this means that you have completed the first module. You should do this for all the **Modules & Topics** of the **Organizational Training: Developing a Proper Webinar** until the last part, which is the **Final Quiz**.

The screenshot displays a course interface. On the left, a sidebar titled "Organizational Training: Developing a Proper Webinar" lists five modules, each with a "5 Topics" indicator. The first module, "Module 1: The Purpose of a Webinar", is expanded to show five topics: "Marketing tool for Potential Customers", "Teaching or Training", "Presentations and Demonstrations", "Information Sharing", and "Case Study". The main content area, titled "Lesson Content", shows a list of these same five topics, each with a red checkmark icon. At the top right of the main content area, it says "100% COMPLETE | 5/5 Steps". Below the list of topics, there is a "Back to Course" link and a red button labeled "Mark Complete" with a checkmark icon. A red arrow points from the "Back to Course" link to the "Mark Complete" button.

9. The image below shows how you have completed the first module in this case, **Module 1: The Purpose of a Webinar**. As stated above, you should do this process for every **Module & Topic**.

Organizational Training: Developing a Proper Webinar

✓ **Module 1: The Purpose of a Webinar**
5 Topics

- ✓ Marketing tool for Potential Customers
- ✓ Teaching or Training
- ✓ Presentations and Demonstrations
- ✓ Information Sharing
- ✓ Case Study


○ **Module 2: Successful Webinar Criteria**
5 Topics

- Displaying Enthusiasm and Passion
- Delivering Value
- Understanding Your Target Audience
- Eye-Catching Content
- Case Study

Module 2: Successful Webinar Criteria

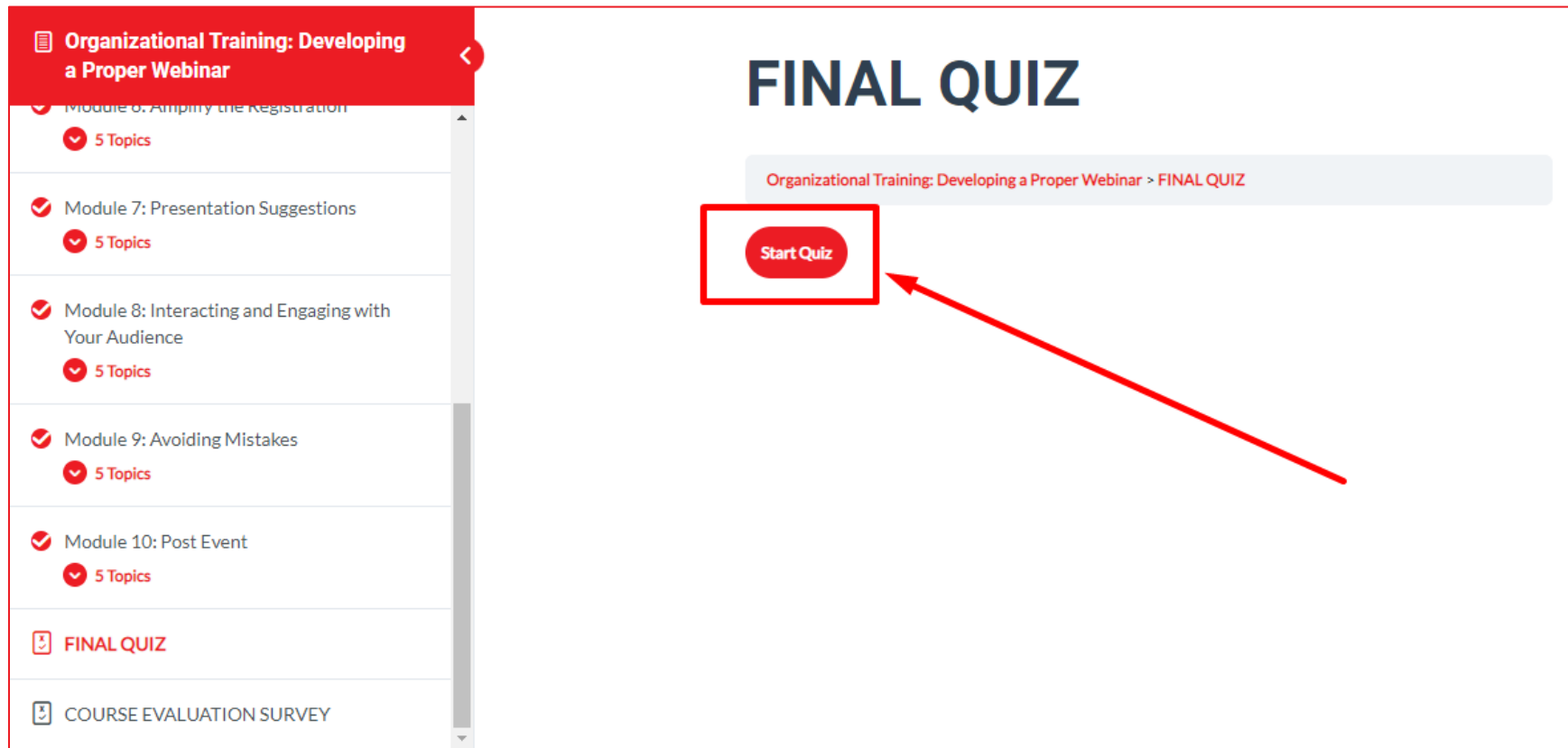
Organizational Training: Developing a Proper Webinar > Module 2: Successful Webinar... **IN PROGRESS**

Anyone can create a webinar, but not every webinar is successful. There are basic criteria that are essential to make a successful webinar. No matter how technically perfect your webinar is, you must include passion and value that directly translates to your target audience. By implementing the criteria outlined in this module, you will be able to make your webinars successful.



"People expect to be bored by eLearning—let's show them it doesn't have to be like that!" – Cammy Bean

10. When you have completed all the Modules & Topics of the Organizational Training: Developing a Proper Webinar online course, the Final Quiz appears immediately on your screen. In order to answer the questions of this online course, you should click the Start Quiz.



11. After you have clicked on the **Start Quiz**, you will see the below-presented page and all the questions prepared for this online course. You should click **Next** when you answer a question.

The screenshot displays the 'FINAL QUIZ' interface. On the left, a sidebar lists course modules: 'Module 6: Amplify the Registration' (5 Topics), 'Module 7: Presentation Suggestions' (5 Topics), 'Module 8: Interacting and Engaging with Your Audience' (5 Topics), 'Module 9: Avoiding Mistakes' (5 Topics), 'Module 10: Post Event' (5 Topics), 'FINAL QUIZ', and 'COURSE EVALUATION SURVEY'. The main content area features the title 'FINAL QUIZ' and a breadcrumb trail: 'Organizational Training: Developing a Proper Webinar > FINAL QUIZ'. The first question is '1. What opportunity does a webinar offer?'. Below the question are four radio button options: 'Engage new clients', 'Demonstrate expertise', 'Change the brand image', and 'Monitor trends and changes'. A red arrow points to a red circular 'Next' button located at the bottom right of the page.

12. After you have answered all the questions presented to you, the button [Click Here to Continue](#) appears. Also, on this page, you can see the percentage of your answers. As we have stated in our description the passing score is [60%](#). In addition, click on the [Click Here to Continue](#) button.

The screenshot displays a course navigation menu on the left and a quiz results page on the right. The navigation menu includes the following items:

- Organizational Training: Developing a Proper Webinar (5 Topics)
- Module 6: Amplify the Registration (5 Topics)
- Module 7: Presentation Suggestions (5 Topics)
- Module 8: Interacting and Engaging with Your Audience (5 Topics)
- Module 9: Avoiding Mistakes (5 Topics)
- Module 10: Post Event (5 Topics)
- FINAL QUIZ
- COURSE EVALUATION SURVEY

The main content area shows the following information:

- FINAL QUIZ**
- Organizational Training: Developing a Proper Webinar > FINAL QUIZ
- Results**
- 20 of 20 Questions answered correctly
- Your time: 00:03:38
- You have reached 20 of 20 point(s), (100%)

At the bottom of the results section, there are two buttons: "Restart Quiz" and "Click Here to Continue". The "Click Here to Continue" button is highlighted with a red rectangular box, and a red arrow points from the bottom left towards it.

13. In order for CUNITECH Institute to improve this online course, we kindly ask you to complete the [Course Evaluation Survey](#). Please let us know what do you think about this online course. When you finish answering your questions regarding the online course, please [Click Here to Continue](#) button.

The screenshot shows a course interface. On the left, a sidebar lists course modules: '5 Topics', 'Module 6: Amplify the Registration' (5 Topics), 'Module 7: Presentation Suggestions' (5 Topics), 'Module 8: Interacting and Engaging with Your Audience' (5 Topics), 'Module 9: Avoiding Mistakes' (5 Topics), 'Module 10: Post Event' (5 Topics), 'FINAL QUIZ', and 'COURSE EVALUATION SURVEY'. The main area features the title 'COURSE EVALUATION SURVEY' in large blue font. Below the title is a breadcrumb trail: 'Organizational Training: Developing a Proper Webinar > COURSE EVALUATION SURVEY'. A red button labeled 'Start Quiz' is highlighted with a red box, and a red arrow points to it from the right.

14. After clicking the button [Click Here to Continue](#), you will be re-directed to the page where you can download your [Certificate of Achievement](#). As we have stated before, you should pass [60%](#) of the questions in order to be able to get your [Certificate of Achievement](#). The certificate can be downloaded by clicking on the [Download Certificate](#) button.

Organizational Training: Developing a Proper Webinar



You've earned a certificate!



Download
Certificate

100% COMPLETE Last activity on 17 March 2022 10:47 am

COMPLETE

Organizational Training: Developing a Proper Webinar

THANK YOU FOR YOUR ATTENTION!

If you have any questions or require further support, please do not
hesitate to contact us at: **operations@cunitech.ca**