

FGC7-19 Certificate in Designing Webinars

\$449. Avg. 32 Hours

Individual courses \$259

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Finally, you can acquire the best professional development in webinar design, presentations, planning, and marketing. Webinars are a popular format for delivering information. They can be very successful for your organization, IF you have good webinar presentations and good management and marketing. Discover the power of successful webinars for your business organization. Then learn the 4 key strategies to make your webinars more successful. Acquire techniques and tips that will make your webinars winners with your audiences. Then acquire the webinar planning skills involved in budgeting, pricing, and marketing webinar meetings. Take back a certificate in designing webinars that provides you with the latest and best information about presenting webinars, as well as managing and marketing them. You will be learning from two of the foremost authorities on webinars.

Individual Courses

Designing Successful Webinars

Webinars are a hot meeting format that save money and reach more people than in-person meetings. Use them for customer education, staff meetings and training, presentations, virtual seminars and much more. The technology is simple, but good webinar presentation techniques are critical. Discover the power of successful webinars for your business organization. Then learn the 4 key strategies to make your webinars more successful. Acquire techniques and tips that will make your webinars winners with your audiences.

Managing & Marketing Webinars

Boost your success with webinars by getting the most advanced and latest information on managing and marketing webinars. Find out when and how often to promote webinars, how to do follow up promotion to those who click-through on your initial emails, and how to generate more leads and inquiries. Discover our unique needs assessment model, and take back our 5 secrets to creating high response surveys. Market research can be simple, no-cost and effective, lowering your risks. Then take home our webinar planning timeline with the ideal timeframe for planning and marketing webinars for maximum success.



About online learning

Online learning is a fun, enjoyable and very productive way to learn. Millions of people are learning online each year. You will engage with the instructor and other participants. You will get to know your instructor and other participants. You may make friends. It's easy. It's fun.



How the Course Works

It is easy to participate in your online course. After you register, you will be given a web address to go to get into your online classroom. You will have a password and use your email address and password to gain access.

Once inside the online classroom, here's what you can expect.



Participate when you want

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week.

There are no live real-time requirements or meetings. You decide when you participate.

For the best learning, participants should log into the course on 2-3 different days of the week.



What you will do

For each Unit, you will:

- Access the online readings
- Listen to the audio presentation for the Unit and view the slides
- Take a self-quiz to see how much you have learned
- Engage in written online discussion with your instructor and other participants

For best learning, you should make one or more comments at 2-3 different times each day.

The content (readings, audio lectures, slides) and self quizzes are accessible for the entire course, so you can work ahead, or go back and review again, at your convenience.



Discussion

The Discussion for each Unit lasts one week. All comments are made in writing and can be made at any time of the day or night.

Your instructor will log into the Discussion area at least once a day and answer questions, make comments, and respond to comments by you and the other participants.

We encourage you to make 2-3 comments each day to maximize your learning and enjoyment of the course.

It's easy. It's fun.