

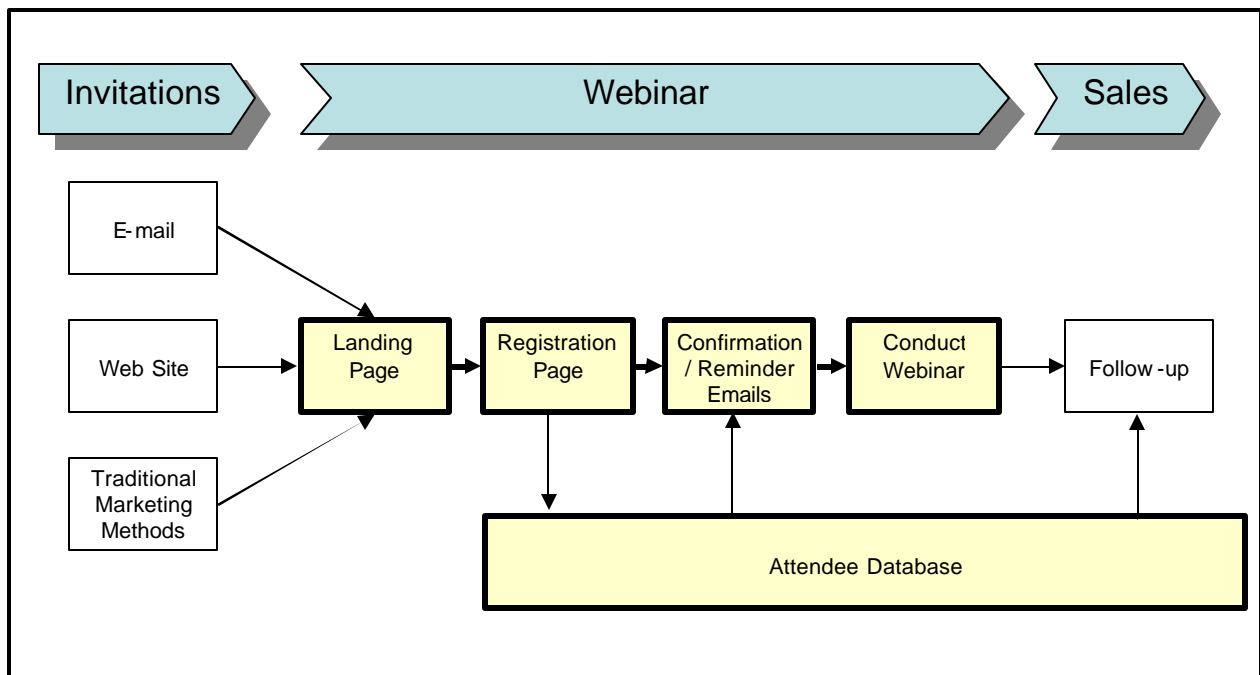
Webinar User Guide

Table of Contents

Overview	2
Accessing the Webinar Tools	2
Seminar Information (Creating the Landing Page)	4
Add Sessions.....	4
Registration Page	5
Sample Landing Page	6
Test Landing Page and Link to Publish.....	6
Confirmation Page	7
Email Reminders	8
Online reports	8

Overview – What is a Webinar? A Webinar is a virtual meeting conducted using the internet and phone lines. The visual portion of the meeting is viewed on the participants’ PC’s and the audio portion is heard over the phone using a teleconferencing service. A Webinar can be small with only a couple of participants or large with hundreds of participants. Webinars are powerful communication tools that can vastly improve the effectiveness of every functional area of business: marketing, sales, engineering, human resources, customer support, finance and administration.

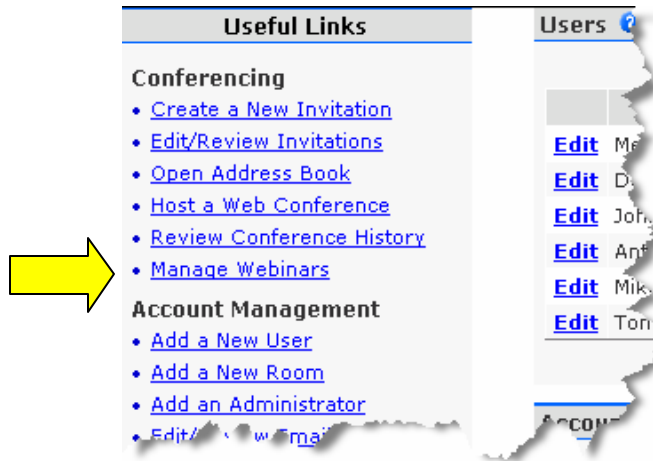
As depicted in the diagram below, invitations are delivered to the targeted prospect via email, visits to your web site or other traditional marketing methods. Interested parties click or browse to the link in the invitation to a ‘Landing Page’ where they find more information about the seminar. From the Landing Page, they are able to choose the session that meets their schedule and complete the registration process. After registration, participants receive an email containing the instructions for joining the webinar. On the day of the event, participants use their telephone for the audio portion and their PC for the visual portion of the presentation. After the event, the attendee list is sent for further follow-up.



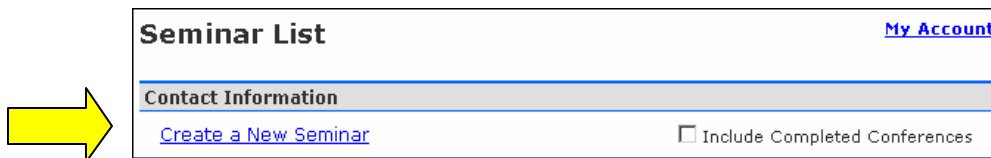
Our webinar tools make it easy to setup your landing and registration pages with your own logo and trade dress. This guide contains the step by step instructions explaining how to use our webinar tools to setup your landing page, registration page, and session dates and times for your webinar.

Accessing the Webinar Tools

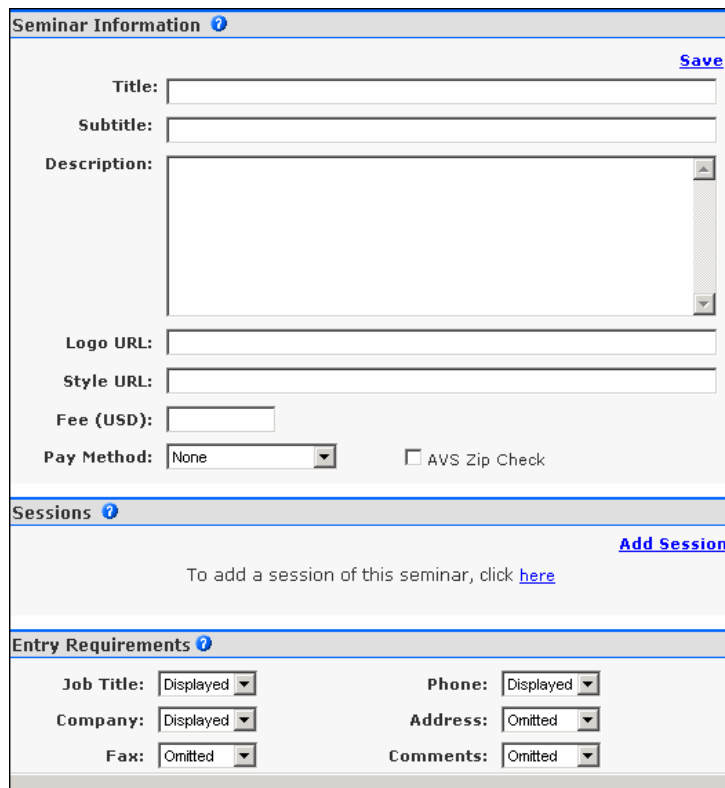
After you log on to your account, click on the ‘Manage Webinars’ link under Useful Links on the My Account page as shown by the arrow below.



Then click the 'Create a New Seminar' link.



This will open the Webinar form where you will enter the information for your webinar. You simply enter the Title and Description and click save and we create a Landing Page. You can then edit to meeting your needs and Add Sessions. Each section of the form is discussed further below.



The screenshot shows the 'Seminar Information' form. It has a 'Save' link at the top right. The form fields are: Title (text input), Subtitle (text input), Description (text area), Logo URL (text input), Style URL (text input), Fee (USD) (text input), Pay Method (dropdown menu with 'None' selected), and AVS Zip Check (checkbox). Below this is the 'Sessions' section with an 'Add Session' link and a note: 'To add a session of this seminar, click [here](#)'. The 'Entry Requirements' section has dropdown menus for Job Title (Displayed), Company (Displayed), Fax (Omitted), Phone (Displayed), Address (Omitted), and Comments (Omitted).

Seminar Information (Creating the Landing Page) – You create a Landing Page by completing the Seminar Information fields. There are 2 purposes for a Landing Page:

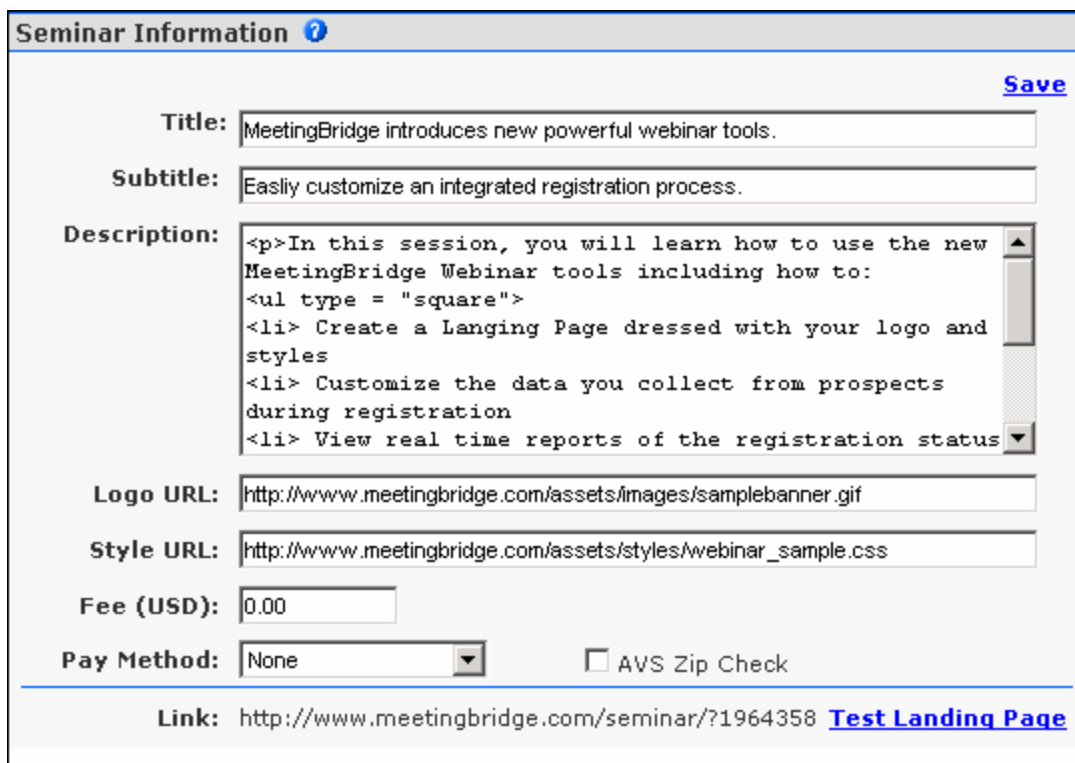
- (1) to entice participants to attend your webinar and
- (2) to provide a direct link to the registration process.

The Landing Page answers the question “What will I learn from this seminar?” It includes the Title, Subtitle, Description and the Date and Time of the sessions. Sometimes it contains a picture and bio of the speakers and the cost of the session, if any.

Start by completing the Seminar Information section as shown below. You simply fill in the Title, Subtitle and Description of your session. Click on [Test Landing Page](#) to view your customized Landing page. You can edit as needed.

To customize your landing page with your logo, insert the URL of your logo in the Logo URL field. To customize your landing page with your colors and styles, insert the URL of your styles sheet in the Style URL field. We recommend that you first copy our standard styles from the test landing page.

The tools allow you to view, edit and test your work before you publish the pages to your audience.



The screenshot shows a web form titled "Seminar Information" with a help icon. The form contains the following fields and options:

- Title:** MeetingBridge introduces new powerful webinar tools.
- Subtitle:** Easily customize an integrated registration process.
- Description:** A text area containing HTML code:

```
<p>In this session, you will learn how to use the new MeetingBridge Webinar tools including how to:<ul type = "square"><li> Create a Langing Page dressed with your logo and styles<li> Customize the data you collect from prospects during registration<li> View real time reports of the registration status
```
- Logo URL:** <http://www.meetingbridge.com/assets/images/samplebanner.gif>
- Style URL:** http://www.meetingbridge.com/assets/styles/webinar_sample.css
- Fee (USD):** 0.00
- Pay Method:** None (dropdown menu) and AVS Zip Check
- Link:** <http://www.meetingbridge.com/seminar/?1964358> [Test Landing Page](#)

A "Save" button is located in the top right corner of the form.

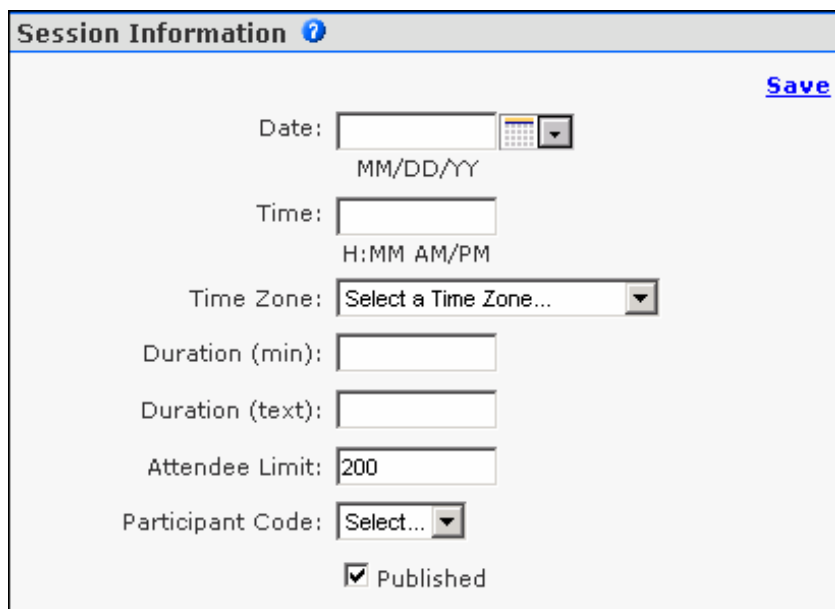
Add Sessions – To add a session to the Landing Page, simply click the Add Session. A window will open as shown below. Enter the date and time and other scheduling information. There are two Duration boxes. Duration (min) is to be completed with the expected number of minutes for the session (e.g. 60). Duration (text) will be the text shown on your Landing Page (e.g. 60 Minutes). This Duration is for information purposes only. It will inform your audience how long you expect the session to last

so they can budget their time. *It does not create a limit in our system for how long your session may actually last.*

You can set a limit for the number of participants for the session. Once the limit is reached, additional registrants will be notified that the session is closed and to pick another session.

When you click the down arrow next to the Participant Code, all of the rooms setup will appear. Highlight the room you want to have the session in. (We recommend that you set up a separate room for each webinar. It is generally easier to manage with dedicated rooms.)

After you complete the session form, the Landing Page is automatically updated to include the session information with a link to the Registration Page.



The screenshot shows a web form titled "Session Information" with a help icon. The form contains the following fields and controls:

- Date:** A text input field with a calendar icon and a dropdown arrow, with the placeholder text "MM/DD/YY".
- Time:** A text input field with the placeholder text "H:MM AM/PM".
- Time Zone:** A dropdown menu with the text "Select a Time Zone..." and a downward arrow.
- Duration (min):** A text input field.
- Duration (text):** A text input field.
- Attendee Limit:** A text input field containing the number "200".
- Participant Code:** A dropdown menu with the text "Select..." and a downward arrow.
- Published:** A checked checkbox with the label "Published".
- Save:** A blue text link in the top right corner.

Registration Page – The Registration Page is used to gather participant information and confirm enrollment in the session. The participant's name and email address are automatically included as required fields. Your options for other fields that can be added as part of the registration process include job title, phone number, fax number, company name, postal address and a comment field.

As shown below, these fields can be excluded entirely ("Omitted"), be included as optional fields ("Displayed") or be mandatory to sign up for the seminar ("Required"). If the seminar is billable, the credit card data fields are automatically included on the Registration Page and the telephone number becomes a required field.

Once you have selected the information fields, the MeetingBridge Seminar tool automatically sets up the registration page and links it with the Landing Page. You are now ready to enroll prospects in your sessions. You can later edit the form as needed.

Entry Requirements ?	
Job Title:	Omitted ▾
Company:	Displayed ▾
Fax:	Omitted ▾
Phone:	Required ▾
Address:	Omitted ▾
Comments:	Omitted ▾

Sample Landing Page - After you complete the template, Save your work and click on [Test Landing Page](#) to view your professional Landing page like the one shown below:

ABC Industries
Seminar

a Sample Company

Seminar Registration

MeetingBridge introduces new powerful webinar tools.
Easily customize an integrated registration process.

Seminar Schedule

	Date	Time	Duration
Sign up	Thursday April 29, 2004	2:00 PM Eastern (US)	1 hour
Sign up	Tuesday June 1, 2004	2:00 PM Eastern (US)	1 hour

In this session, you will learn how to use the new MeetingBridge Webinar tools including how to:

- Create a Landing Page dressed with your logo and styles
- Customize the data you collect from prospects during registration
- View real time reports of the registration status
- Bill for the session and charge a credit card

Sign up today. As you sign up, notice that the branding is carried through the registration pages and email confirmations.

Prospects enroll in the seminar by clicking the [Sign up](#) link which opens the Registration page. Registrant data is automatically entered into a database and reporting is available real time.

Test Landing Page and Link to Publish – At the bottom of the Seminar Information section there is a “Link: http://... and “[Test Landing Page](#)”.

Link: <http://www.meetingbridge.com/seminar/?4840578> [Test Landing Page](#)

When Registrants who click on [Test Landing Page](#) and sign up are recorded as test data. They can be deleted from the database at a later time. Circulate this link to those you want to experience the process before you go live. If you are charging for the session, use our test credit card 4111111111111111 and 07/2007. The user will experience the entire process including receiving the confirmation email. All “Test registrants” can be cleared from the database at a later date (see below).

The URL to the right of “Link:” is the one to use to publish the Landing Page. Use this link in your emails and on your web site. As your guests click on this link, they will arrive at your Landing Page and can sign up for your session(s).

Confirmation Page – As participants complete the registration form, they receive a Confirmation Page indicating that they have registered successfully and includes a link to edit their information. The Confirmation Page contains the time and date of the seminar, conferencing instructions, a link to join the web conference and a link to perform a compatibility test. On event day, participants click on the link in the email to join the visual portion of the seminar and dial the toll free number to join the audio portion. The confirmation can be bookmarked, printed or added as a calendar item to Outlook.

ABC Industries
a Sample Company

Seminar

Seminar Confirmation

MeetingBridge introduces new powerful webinar tools.
Thursday April 29, 2004, 2:00 PM - 3:00 PM Eastern (US)

You are registered for the seminar referenced above. A confirmation will be sent to you at myacenda@meetingbridge.com. To edit your email address, please click [here](#).

[Print](#)**Seminar Instructions**[Add to your calendar](#)

The conference facility will open 15 minutes prior to the scheduled start. To join the conference:

1. Access the visual portion of the seminar by clicking the following link or typing the information into your internet browser:
<http://www.meetingbridge.com///seminar/start.aspx?35711757>
2. Access the audio portion of the seminar:
 - Dial **866.409.4300** (US & Canada) or **404.260.5388** (Int'l)
 - When prompted, enter ' **48378** #'.

Prior to the seminar, please use the following link to check your system compatibility:
<http://wip3.webdialogs.com/browser/check.asp?role=1&brand=Seminar>


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Page 7

Email Reminders – Immediately after registration, participants receive an email containing the information on the confirmation form. The email can be added as a calendar item to Outlook. The system also automatically sends reminder emails one week before and one day before the event.

Email Notification Information ⓘ

<p>From Name: Mike Yacenda</p> <p>Email: myacenda@meetingbridge.com</p> <p>cc Email: admin@meetingbridge.com</p>	<p>From: Mike Yacenda [myacenda@meetingbridge.com]</p> <p>To: Mary Roberts</p> <p>Cc: admin@meetingbridge.com</p> <p>Subject: Seminar Confirmation: Using Web Conferencing to Gen</p>
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ABC Industries
a Sample Company

Seminar Confirmation

Using Web Conferencing to Gen
How to setup, market and conduct
Friday, April 11, 2005 11:30 p.m.

The name and email address entered in the Email Notification section appears on the email sent to the registrants. The email address entered in the cc Email section will automatically receive a copy of the emails sent to the registrants.

Online reports – To access online real time reports of registration results, click on the number in the Registrants column of the Sessions table as indicated by the yellow arrow below. The online reports are downloadable to an Excel spreadsheet. At the end of the session, you will receive an email report of the actual attendees.

Sessions ⓘ							Add Session
Action	Date	Time	Time Zone	Registrants	Limit	Entry Code	
Edit	Thu 04/22/2004	1:00 PM	Eastern (US)	<u>7</u>	200	WEBDEMO	
Edit	Thu 04/29/2004	3:00 PM	Eastern (US)	<u>9</u>	200	GUEST	
Edit	Sat 12/31/2005	2:00 PM	Eastern (US)	<u>0</u>	200	GUEST	

The Registrant List is shown below. The name, company email; and phone number are shown on the online report. All of the other fields can be seen when the report is exported to Excel. At the bottom of the report there is a link to “Clear Test Registrants” as indicated by the yellow arrow. This will clear those names with an “*” in the test column.

Registrant List

[Close](#)

Session Information

Title: How to use web conferencing in your business
Subtitle: We offer a full-turnkey, custom-branded webinar service
Schedule: Thu April 29, 2004, 3:00 PM

Registrants

[Display Excel Import Table](#)

Name	Company	Email	Phone	Test
Jim Peters	Machine Systems, Inc	jpeters@machinesys.com	(876) 555-7987	
Paul Adams	Grace Services	padams@graceservices.com	(256) 555-7653	
Elaine Francis	EBF Labs	efrancis@ebflabs.com	(201) 555-9821	
Donna James	Perry Construction	djames@msn.com	(610) 555-9873	
Bernard Turks	Grabop Power	bturks@grabopow.com	(876) 555-7987	
Chris Fizer	Fizer Associates	chris@fizer.com	(256) 555-7653	
Joan Thompson	Creative Solutions	thompsonj@creativesolutions.com	(201) 555-9821	
Debbie Johnson	Parable Marketings	djohnson190@hotmail.com	(610) 555-9873	
Mike Yacenda	MeetingBridge	myacenda@meetingbridge.com		*

[Clear Test Registrants](#)