

# The 2021 Checklist

## For Choosing Webinar Software Platforms

Webinar software platforms have given us a safe way to keep our professional engagements going through the pandemic. Enterprises use webinars to boost traffic, generate leads, improve brand awareness, share knowledge, and build communities.



2020 Stats: 31,000 Webinars | 9M Attendees | 7K Max Attendee | 100% Uptime

## 04 FACTORS TO CONSIDER WHEN EVALUATING WEBINAR SOFTWARE PLATFORMS

If you're new to the world of virtual events, you're in luck. Today, we'll give you some insights to help you choose the right platform. Using these tips, you'll be able to deliver stellar webinar presentations and keep your audience engaged.

Factors to Consider When Evaluating Webinar Software Platforms

### 01 The Goal of the Webinar - What are the goals of your webinar?

Are you looking to build a community that meets, learns, and grows together? Then webinar software that supports broadcasting and enables networking is your best bet. Similarly, if you're planning to host webinar sessions with a panel of speakers, go for a platform that enables multiple speaker sessions. Make sure it comes with a live webcam feed and screen sharing for speakers.

Before picking a tool, make sure your goals align with the features.

### 02 Quality

Picture this — you've invited industry experts to share their thoughts and knowledge about your webinar topic. Now, as a result of poor video quality, users experience significant lag. This turn of events negatively affects the viewing experience of attendees and strains the guest speakers.

To avoid this scenario, you need a webinar platform that offers HD quality video and audio. The tool should stream video without lag and support modern devices and browsers.

### 03 Engagement

For your webinar to be effective and memorable, it has to be engaging. Broadcast-style webinars are no longer in vogue and serve no value in retaining the attendees' attention. For this reason, you need to pay particular attention to a webinar platform's engagement features.

Engagement refers to the attendees' ability to ask questions, chat with presenters, participate in polls, and interact with other attendees. Webinar.net supports interactive and immersive sessions through chat, live Q&As, group chat, and other nifty features.

### 04 Usability

The webinar platform you choose should make it easy to set up, share, record, and livestream your webinar.

Ensure attendees can access information easily as they watch or listen to your webinar. It's easy for the audience to become frustrated if it's difficult to access and share information through the tool.

The success of your webinar hinges on how smoothly the webinar software platform performs. You can view webinar.net from any modern browser, and it does not require any downloads or plugins to work.

### 05 Security

The goal of the webinar is to establish yourself as an authority in your area of expertise. For this reason, you need to appear and act professionally. One area many enterprises overlook is security.

Make sure you're meeting the required security and privacy requirements and implementing user data security. Some popular online meeting tools have come under fire many times for security lapses, such as data leaks. Webinar.net is a highly secure platform that you can use to build your brand.

### 06 Scalability

What is the prospective audience size you'd need to address? Come up with a range to help determine which webinar software platforms would work best for your organization.

Also, pay attention to your company's growth prospects. If you're looking to have your audience grow in the future, you need a webinar platform that allows you to scale up. Best practice dictates that you go for the largest attendee plan in your budget.

Webinar.net is a cloud-based (AWS) tool that allows you to invite as many people as you'd like to your webinar.