Think Local, Webcast Global

Case Study

Study Conducted by Webinar Success
Think Local, Webcast Global

One of my clients is the American Association of Petroleum Geologists, located in Oklahoma. They are a membership organization fostering scientific research, advancing the science of geology, promoting technology, and generally bringing a centralized voice to professionals in the petroleum geology field worldwide.

Part of their mission is to provide educational opportunities for their members. Traditionally this has been done with local seminars and classroom training. Now, with the guidance of Susan Smith Nash, Director of Education and Professional Development, AAPG has extended its training sessions with webinars. In addition, they now offer asynchronous e-learning. The education division invites guest speakers from a variety of companies and educational institutions to share highly specialized expertise with association members.

Recently, a webinar was held on a technical topic with a title so long that it would take up much of this paragraph and you would still have no clue what I was talking about. But it was a subject of great interest to a certain niche subset of their membership. They signed up a subject matter expert to lead the session and put it on their website.

Signups came from all around the globe. We had attendees from Cairo, Trinidad and Tobago, Nigeria, the UK, Uruguay, Colombia, New Zealand, Kuwait, the Netherlands, Germany, Korea, Norway, and the USA.

Then our speaker got called to Russia on business and ended up giving the webcast from his Moscow hotel room at 11pm! He had never given an online presentation before and he was an absolute champ... Using annotation tools to mark up his slides in a way he couldn’t possibly have done in an in-room setting.

The AAPG managed to serve all those people, in all those countries, with a speaker situation that would have forced cancelation of a local event. The ability for a headquarters education group to concentrate purely on the content of their events without having to deal with international logistics, room rental, travel, and high costs is breathtaking when you think about it. They think locally about what they want to deliver and it magically becomes a reality for a global audience and presentation team. If you are looking for a justification and business case for webinars, take this as exhibit A.

About Webinar Success

Webinar Success owner, Ken Molay, has a background in software development and marketing, working for companies such as Advanced Micro Devices, Syntelligence, Blaze Software, Brokat, HNC Software, and Fair Isaac. He has acted as development manager, product manager, and product marketing manager.

Ken has been producing and delivering business webinars since 1999. His background in public speaking, radio, stage acting, and training has given him a unique perspective on what it takes to create a compelling and effective presentation.

Ken enjoys world travel and spent a year on his own in Europe. He also spent five years as an international tour guide, leading groups throughout North America, England, and the South Pacific. Currently Ken offers consulting services through his company Webinar Success (www.wsucceess.com).
About ConferTel

ConferTel is a leading provider of fully managed webinar services, delivering educational programming, training and lead generation webinars for corporations, associations, government agencies and non-profits. In addition, ConferTel is a software developer of IVR and web-based information services and communications solutions. Providing a range of event driven communications applications, including telephone, web and video conferencing, on demand record/replay, voice/fax broadcast, teleseminars, webinars, webcasting, online training, e-commerce, event management services, and other custom IVR and web-based applications.

ConferTel’s innovative products and application development capabilities have helped thousands of clients save costs, generate income and increase productivity. We offer a consultative approach to assist you in developing the right solutions for your specific application and budget.

Fully Managed Webinar Solution

Online Registration - Bearing your company logo and accessible from your web site or email invitation, ConferTel will handle the event registration process for your e-Learning seminar, leaving you to focus on the marketing and content.

Payment Processing - ConferTel securely processes credit card charges through our merchant account. Our per-registrant fee includes all fees associated with participant payment up to $100.

Verified Admission - Attendees are verified by a ConferTel operator to protect against unauthorized participants.

Registration Reminders - Each registrant receives reminder emails to enhance attendance.

Branded Greeting - Attendees are greeted with a pre-recorded greeting before being placed into the e-Learning seminar.

Professional Host – Each call will be handled by a courteous and professional meeting specialist who understands the importance of your e-Learning seminar.

Q&A and Polling - With interactive question and answer sessions and participant polling you can gain immediate feedback from your attendees. Polling can also be used as an attention monitor.

Recording and Archiving - Digitally record your webinar for immediate playback —24/7. Your call is available to those who missed it live or for those who want to hear important content again.

Optional Integrated PowerPoint Web Presentation - A high impact browser-based presentation tool visually enhances your conference with PowerPoint. Control of the presentation and video window can be passed among speakers.