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Webinar: how to choose the right format?

Webinars are not all the same: discover the different webinar formats and choose the one that best suits your needs.

As we have seen in this article, webinars are events that take place online and reach a large scale audience.

There are different **formats of webinars**, each with its own characteristics, which respond to very different objectives. Choosing the right webinar format will allow you to reach your goal more easily, whatever it is (training, lead generation, customer loyalty, etc.).

Here are some of the most popular formats

1. Webinar presentation

This webinar format is one of the most common and consists of one or two speakers giving a presentation. The main advantage of this format is the ease of preparation of the speakers, since they can also prepare themselves independently. However, a presentation-style webinar may be less engaging for the audience.

If you opt for this format, then make sure you choose speakers who are prepared and have excellent **communication skills**, because the success of the webinar will depend entirely on how they conduct and interact with the users.

To encourage audience involvement and make the webinar more interactive, you may want to include a session for **users' questions** to encourage them to interact and participate until the end.

Finally, it may also be appropriate to involve an **assistant** to handle technical issues, moderate comments, and perform any activities that might distract speakers.

2. Webinar interview

Involving a **guest** in the webinar is a great way to increase audience involvement, especially if you use experts, influencers and thought leaders. In addition, the very structure of the **interview** makes the webinar more dynamic than a classic presentation.

The guest could be an expert on your topic, or a client who explains how your product has responded to their needs. In either case, make sure that the interviewee is not only prepared on the topic, but also able to speak in public effectively.

If you decide to involve an external guest, share the discussion points with him or her and explain how the webinar was conducted. This will help make him or her feel comfortable and make sure that he or she is prepared for the event.

3. Webinar with expert group

Hosting a lively discussion among a diverse **group of experts** can help you increase your followership, especially if each panel member has a different group of followers. At the same time, group discussions are more engaging for the audience and provide different perspectives.

In this case, provide for the presence of a **moderator** to facilitate the discussion and ensure the same timing. In addition, make sure that the moderator presents the panel members and their specific expertise in order to "legitimize" them in the eyes of the audience.

4. Question and answer webinar

Q&A webinars are a great opportunity to get to know your audience better, hear directly from them what they need and build real relationships.

The advantage, but in a sense also the danger of this webinar format, is that it can be organized without a specific theme, allowing the audience to lead the discussion. In this case, the choice of the presenter and his or her preparation will be crucial for the success of the event.

Decide whether to receive live questions or ask users to send them to you in advance. In this way, you will be able to examine them and choose the most relevant ones, as well as prepare the answers in time. The pre-selection will also ensure that the webinar respects the designated duration.

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