



10 GREAT DIGITAL EXPERIENCES TO INSPIRE YOU

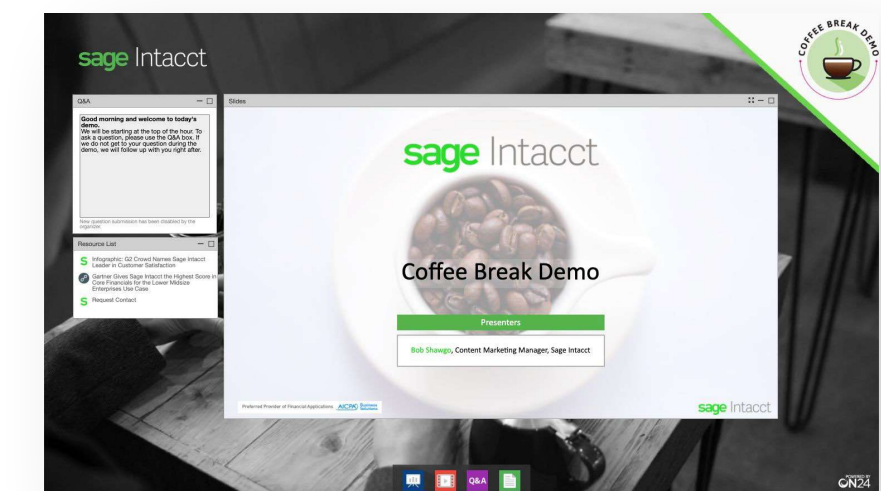
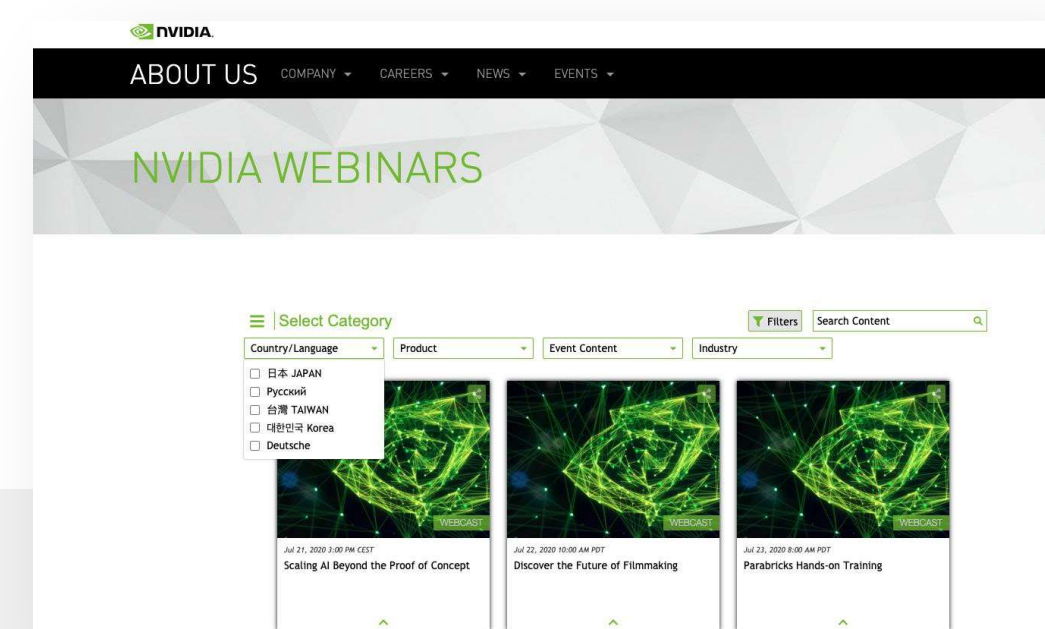
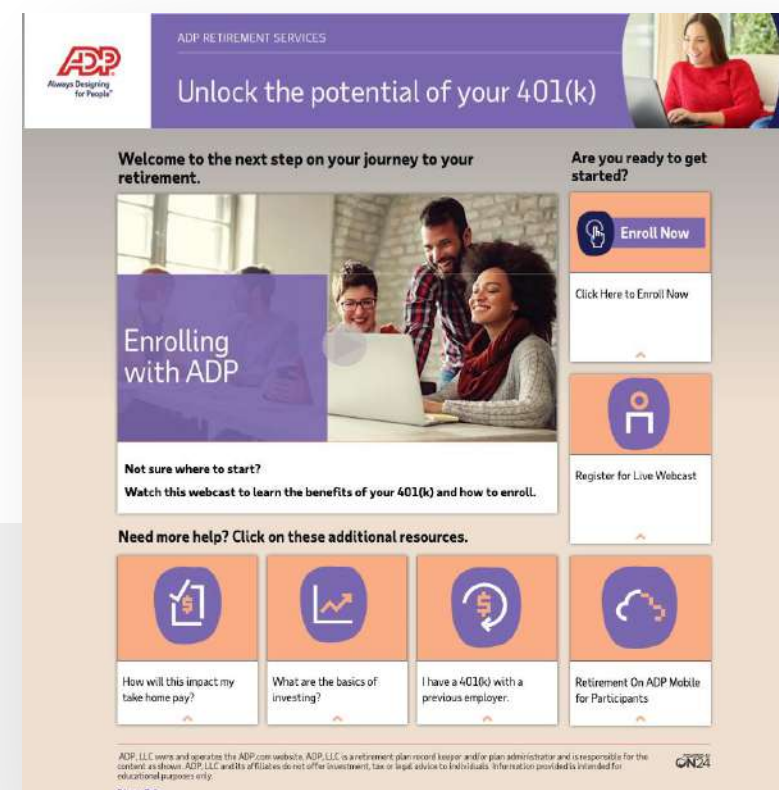
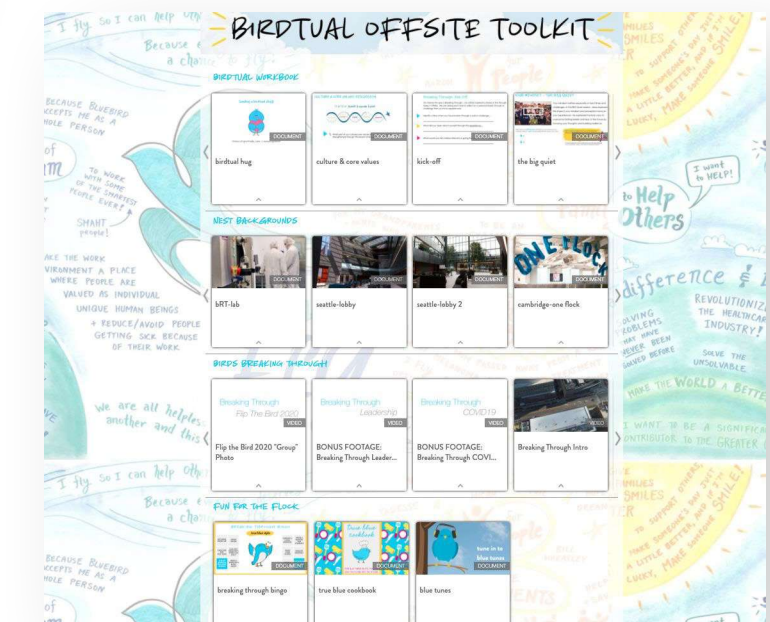
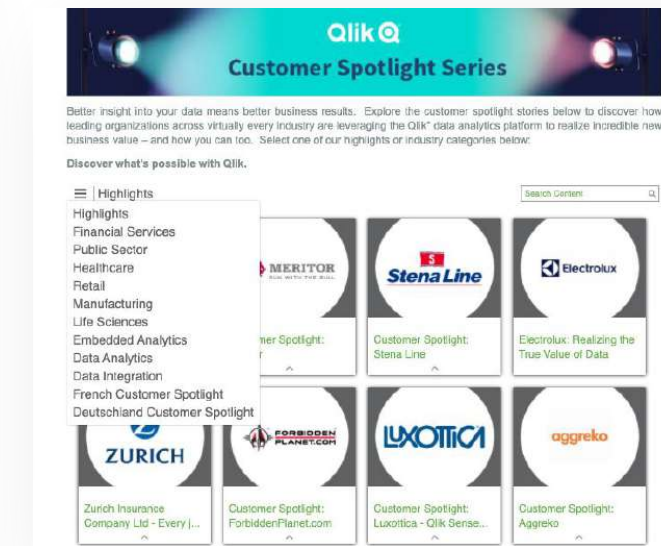
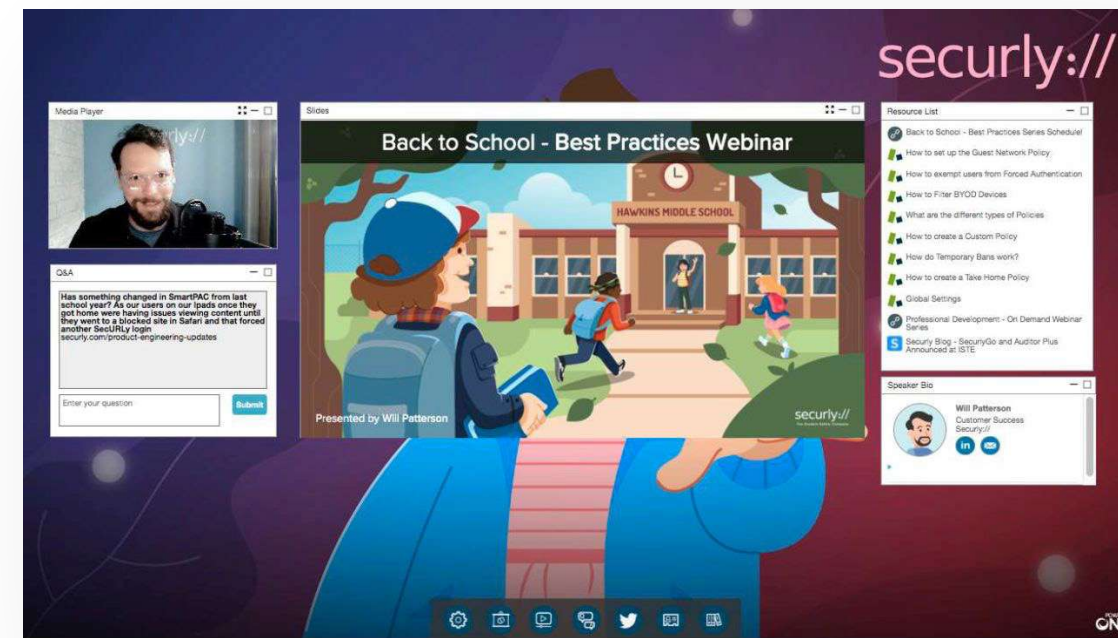
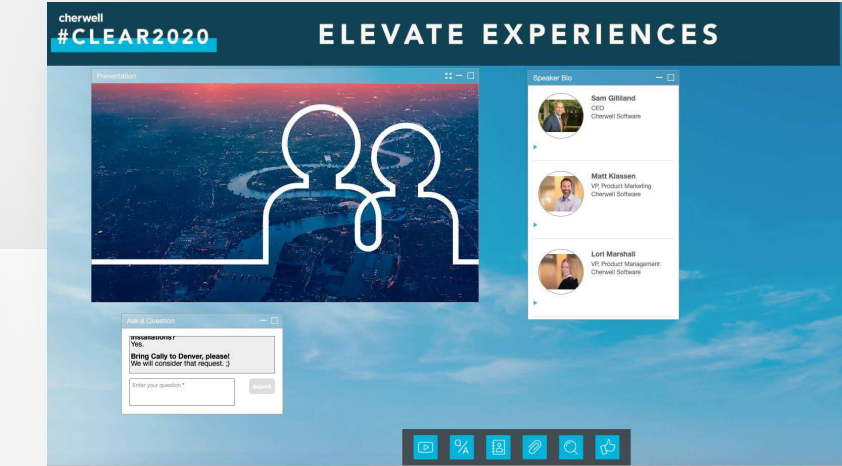
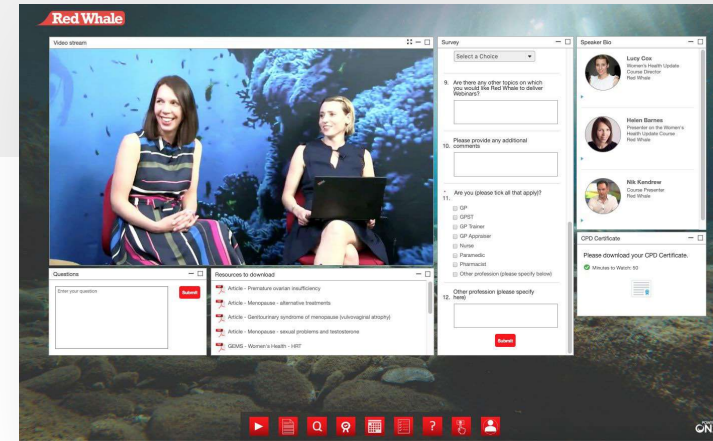
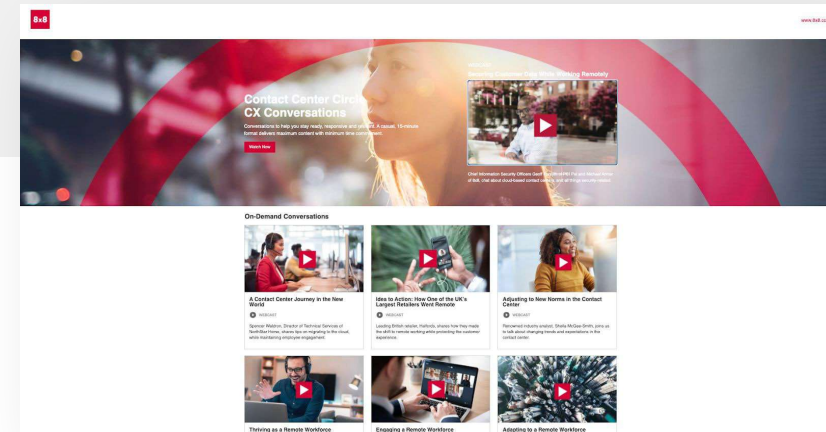


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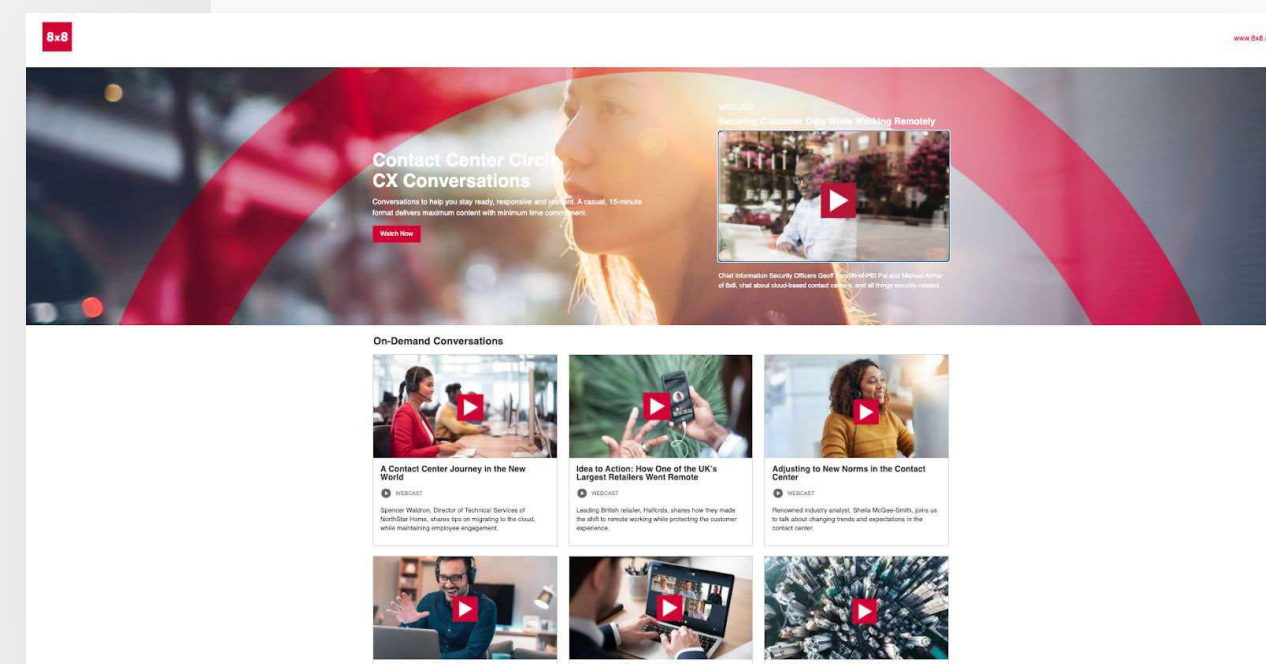
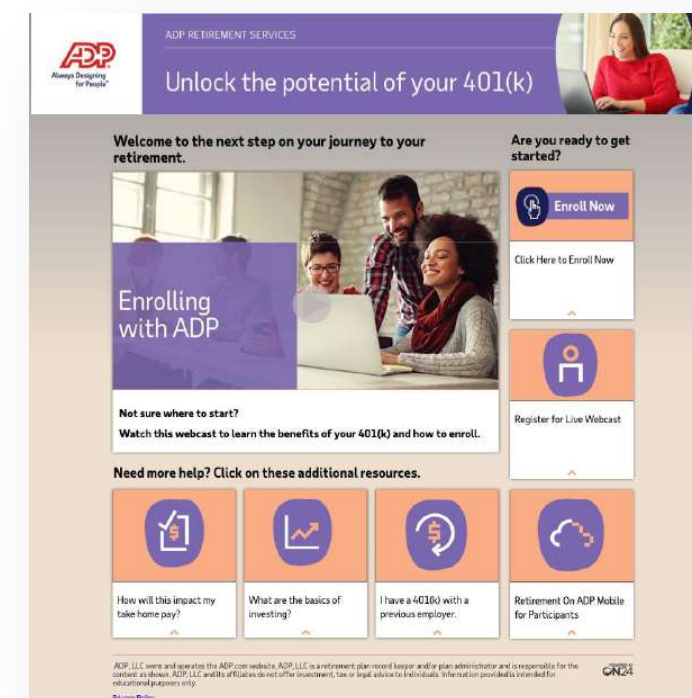
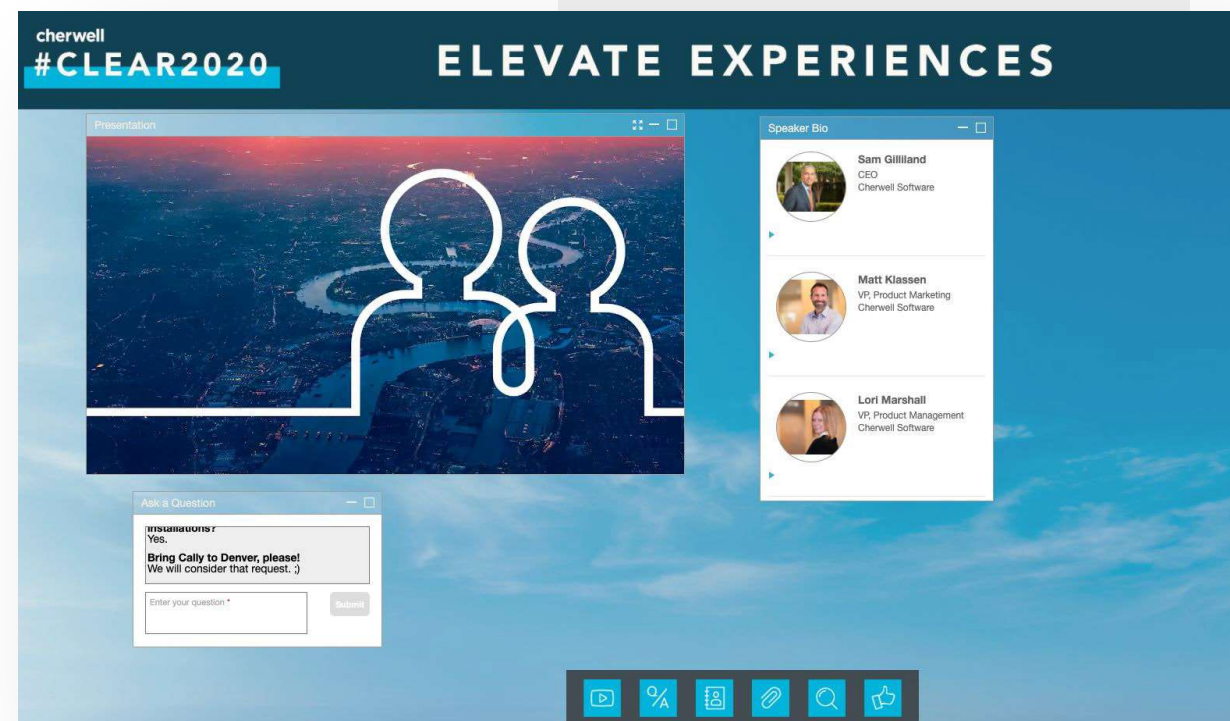
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INTRODUCTION

WEBINARS ARE ONE OF THE MOST POWERFUL CHANNELS FOR ENGAGING AN AUDIENCE ONLINE TODAY.

They offer the ability to create two-way conversations with every persona imaginable, provide audiences with the content and information they need and even provide the material to create additional collateral, like e-books, blog posts, video clips and podcasts.

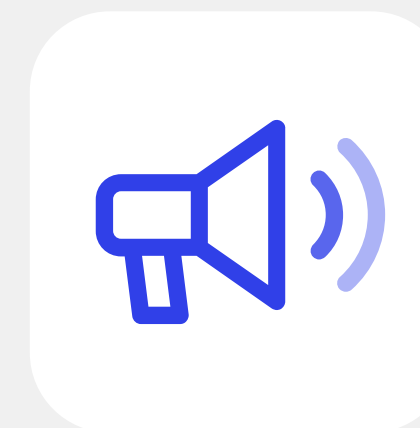
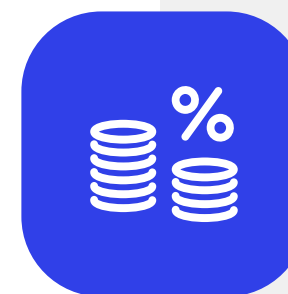
They are a foundational channel for any digital experience, which may explain why they've exploded in popularity as the world shifts to more remote working. In fact, according to our Webinar Benchmarks Report, in April 2020, audiences listened to nearly 170,000 hours of webinar content each day — almost three times as much the average for 2019.

But many organizations don't know where to start when it comes to improving their digital experiences and facilitating business online. Some may have ignored webcasts, sticking with existing methods and techniques. Others may make use of webinars, but don't invest in good design, don't engage with attendees and don't make webcasts available for on-demand consumption (an important factor, given that 34% of all webinar attendees watch always-on webinars).

SO WHAT CAN YOU DO TO CREATE AN ENGAGING EXPERIENCE WHEN YOU DON'T KNOW WHERE TO START?

This guide highlights some of the best practices organizations can use now to create engaging digital experiences using webinars, content hubs and smart design. It's here to inspire you wherever you are in your digital experience journey. Flip through this guide to learn how you can engage audiences in real-time with live and simulive webinars, discover how to organize internal communications targeted pages and keep your big-ticket items, like conferences and summits, going on holistic platform.

At ON24, we want everyone to experience the power of webinars — from those watching and engaging with them, to the hard-working professionals delivering the content that their audiences demand.



SO COME ON IN AND FIND OUT HOW YOU CAN TAKE YOUR DIGITAL EXPERIENCES TO THE NEXT LEVEL.

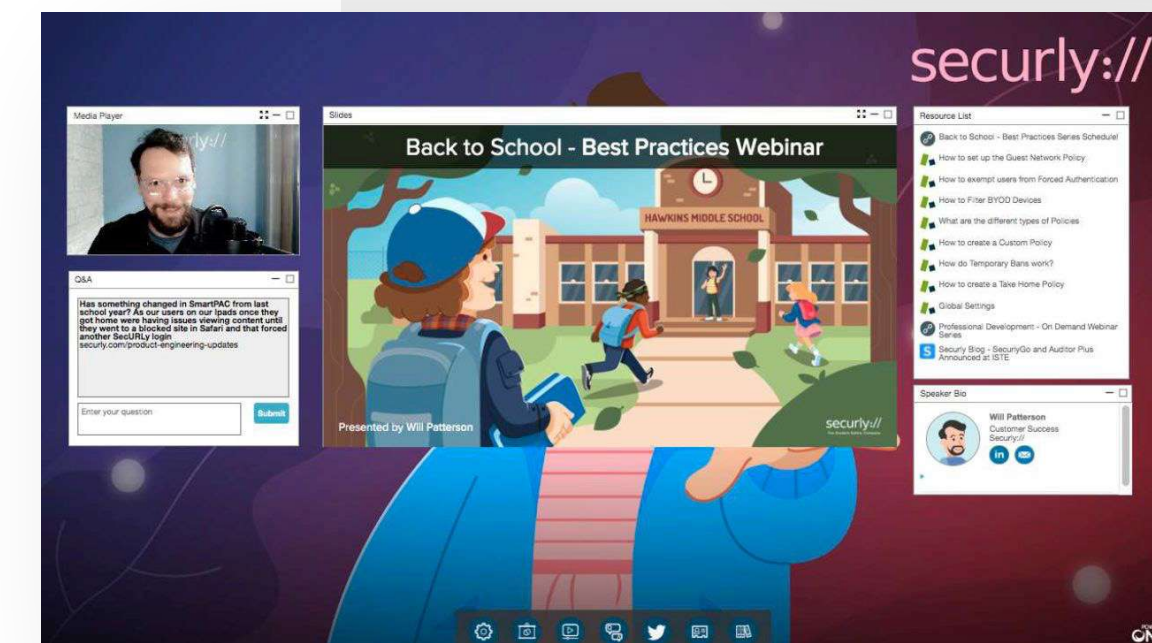
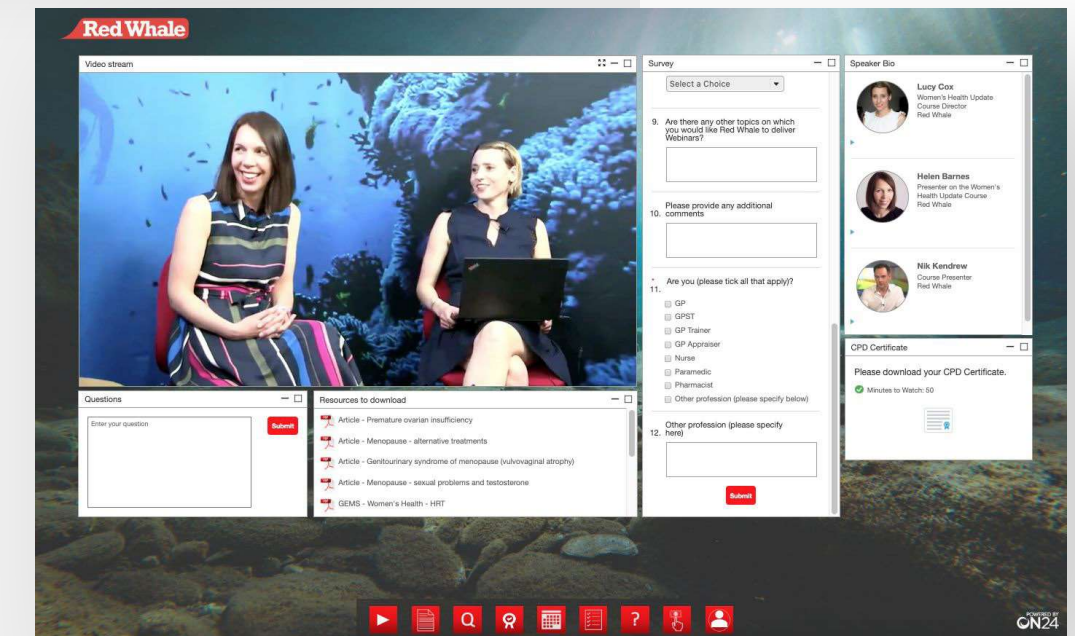
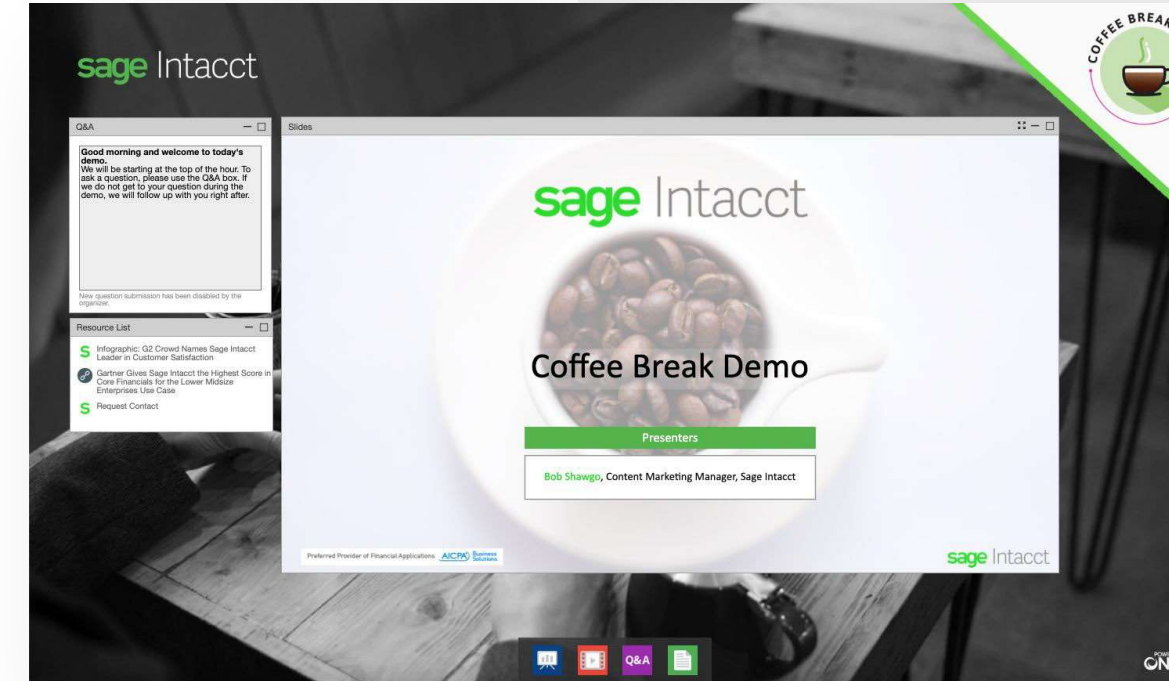


LIVE AND SIMULIVE WEBINARS

As you start your webinar journey, you'll probably begin with a one-off live or simulive event. With ON24 Webcast Elite, you can produce live webinars or pre-record your webinar and engage with your audience after with live features like Q&A.

However, the best webinars are more than a simple presentation with a narrator. While delivery is important, so is the use of tools to engage an audience and effectively improve their experience.

TO DEMONSTRATE THE BASICS, LET'S LOOK AT SOME LIVE OR SIMULIVE WEBINARS THAT EXCEL IN THOUGHT LEADERSHIP, BUILDING BRAND AND PRODUCT MARKETING.





THOUGHT LEADERSHIP

How do you discuss sensitive and personal medical topics that are both relatable for patients and informative to medical professionals? **To address this, primary care medical education provider Red Whale created its “Deep Dives” webinar series.**

Red Whale made expert use of multiple presenters who do more than just sit and talk. **These presenters crafted and acted out skits to share their knowledge in memorable and relatable ways.** Red Whale’s presenters even went as far as creating easily understood metaphors, such as using baking to explain hormone replacement therapy for menopause.

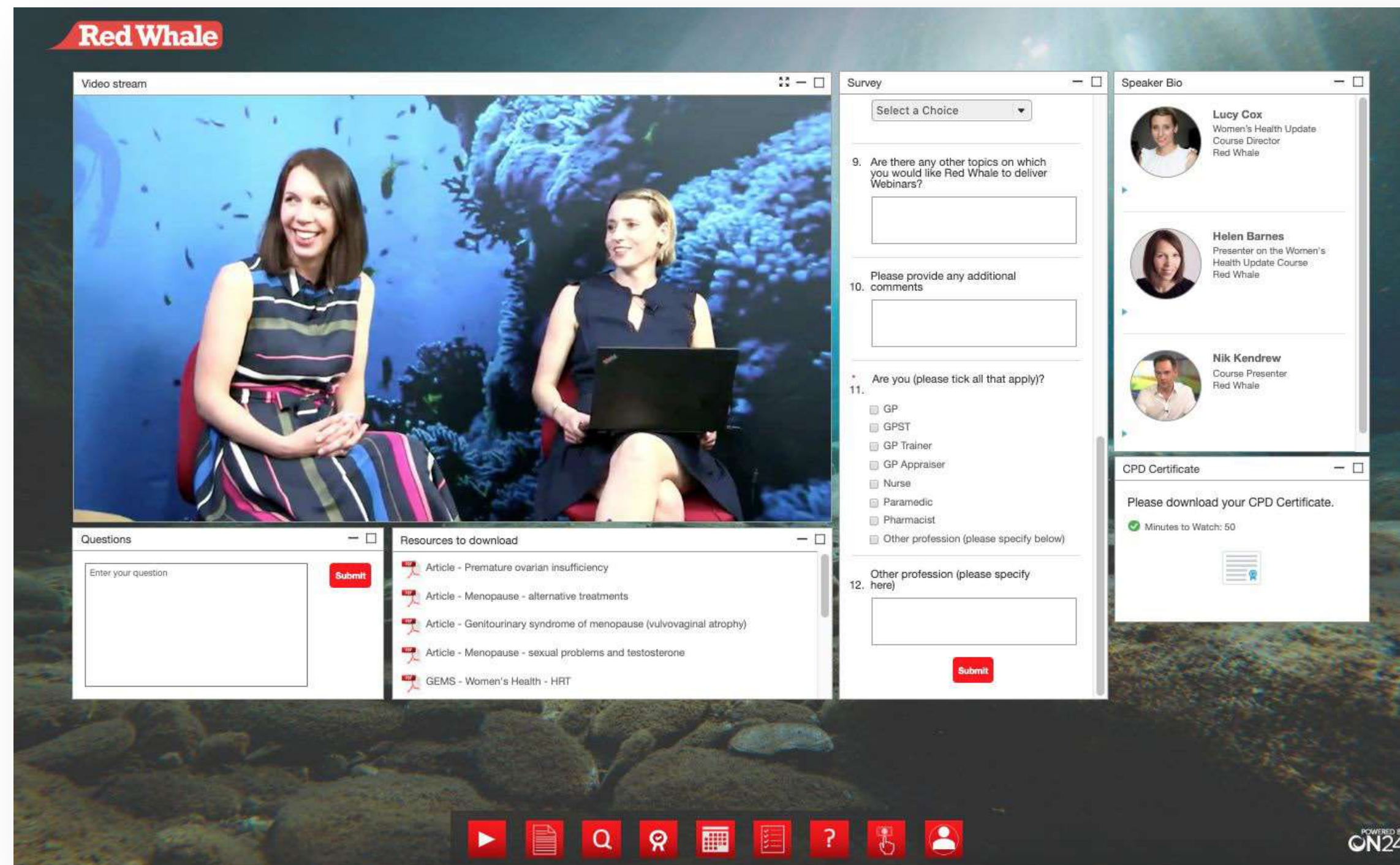
The screenshot displays a Red Whale webinar interface. At the top left is the Red Whale logo. The main video stream shows two women sitting on a stage with a blue background featuring coral and fish. The interface includes several interactive panels: a 'Questions' panel with a text input and a 'Submit' button; a 'Resources to download' panel listing articles such as 'Premature ovarian insufficiency', 'Menopause - alternative treatments', 'Genitourinary syndrome of menopause (vulvovaginal atrophy)', 'Menopause - sexual problems and testosterone', and 'GEMS - Women's Health - HRT'; a 'Survey' panel with a dropdown menu and questions like 'Are there any other topics on which you would like Red Whale to deliver Webinars?' and 'Are you (please tick all that apply)?' with checkboxes for GP, GPST, GP Trainer, GP Appraiser, Nurse, Paramedic, Pharmacist, and Other profession; a 'Speaker Bio' panel listing Lucy Cox (Women's Health Update Course Director), Helen Barnes (Presenter on the Women's Health Update Course), and Nik Kendrew (Course Presenter); and a 'CPD Certificate' panel with a 'Please download your CPD Certificate' button and a 'Minutes to Watch: 50' indicator. At the bottom, there is a navigation bar with icons for play, document, search, chat, calendar, list, help, and user profile. The bottom right corner features the text 'POWERED BY ON24'.

Red Whale also took advantage of ON24's **engagement tools like the Q&A, chat and poll tools to drive engagement** and connect with attendees. Other tools, like the resources list, allows attendees to either download collateral or be directed to additional content to further their education after the webinar.

Finally, Red Whale made expert use of ON24's **CTA tool, which invites attendees to register for future webinars** in a series, contact sales directly or otherwise continue their content journeys. As an added bonus, medical professionals who attend certain Red Whale webinars can **download a certificate that counts towards continuing professional education credits**, meaning Red Whale can offer CPE as an incentive to attend its events.

The screenshot displays a Red Whale webinar interface with the following components:

- Video stream:** A central window showing two women in a virtual underwater setting. One woman is seated and holding a laptop, while the other stands behind her.
- Survey:** A panel on the right containing a dropdown menu labeled "Select a Choice" and several numbered questions:
 - 9. Are there any other topics on which you would like Red Whale to deliver Webinars?
 - 10. Please provide any additional comments
 - 11. Are you (please tick all that apply)?
 - GP
 - GPST
 - GP Trainer
 - GP Appraiser
 - Nurse
 - Paramedic
 - Pharmacist
 - Other profession (please specify below)
 - 12. Other profession (please specify here)
- Speaker Bio:** A panel on the right listing three speakers:
 - Lucy Cox:** Women's Health Update Course Director, Red Whale
 - Helen Barnes:** Presenter on the Women's Health Update Course, Red Whale
 - Nik Kendrew:** Course Presenter, Red Whale
- Questions:** A panel at the bottom left with a text input field "Enter your question" and a "Submit" button.
- Resources to download:** A panel at the bottom right listing several articles:
 - Article - Premature ovarian insufficiency
 - Article - Menopause - alternative treatments
 - Article - Genitourinary syndrome of menopause (vulvovaginal atrophy)
 - Article - Menopause - sexual problems and testosterone
 - GEMS - Women's Health - HRT
- CPD Certificate:** A panel at the bottom right stating "Please download your CPD Certificate." with a green checkmark and "Minutes to Watch: 50".
- Navigation Bar:** A row of red icons at the bottom center for play, document, search, chat, calendar, list, help, and user profile.
- Footer:** The text "POWERED BY ON24" is visible in the bottom right corner.



For its design, Red Whale employs a “deep dive” theme, with a full background graphic of the ocean floor and diving graphics behind its presenters. Put together, its **webinar console emphasizes the company’s brand, name and tone, from logo and color scheme** to its bright red console buttons.

As a result of its offerings and design, **Red Whale generated more than 20,000 webinar registrations.** An outstanding 94% of medical audience members said they would recommend the webinar to another medical professional.

To find out more, [check out the Red Whale Case Study on the ON24 website.](#)



ON24 TIP: MAKE SURE TO USE VIDEO IN YOUR WEBINAR TO IMPROVE THE EXPERIENCE FOR YOUR ATTENDEES

As detailed in [ON24’s Experiences Everywhere Report](#), some 70% of top-performing marketers use video in their webinars. Make sure to use video in yours to provide your audiences with the best experience possible.





BRAND BUILDING AND EDUCATION

Securly provides the tools and technology that keeps K-12 students and children safe on digital devices. But the company serves more than 2,500 school districts and 1.2 million parents, posing a significant challenge: how can Securly educate so many customers on how to use its tools effectively, particularly when there's only one engineer on its customer success team?

With the 2019 school season starting, Securly created a series titled "Securly Things."

The screenshot shows a webinar interface with the following components:

- Media Player:** A video window showing a presenter.
- Slides:** A slide titled "Back to School - Best Practices Webinar" featuring an illustration of a school building labeled "HAWKINS MIDDLE SCHOOL" and a student with a backpack. It is presented by Will Patterson.
- Q&A:** A section for questions with a text input field and a "Submit" button. A question is visible: "Has something changed in SmartPAC from last school year? As our users on our Ipads once they got home were having issues viewing content until they went to a blocked site in Safari and that forced another Securly login securly.com/product-engineering-updates".
- Resource List:** A list of links to various articles and guides, including "Back to School - Best Practices Series Schedule", "How to set up the Guest Network Policy", "How to exempt users from Forced Authentication", "How to Filter BYOD Devices", "What are the different types of Policies", "How to create a Custom Policy", "How do Temporary Bans work?", "How to create a Take Home Policy", "Global Settings", "Professional Development - On Demand Webinar Series", and "Securly Blog - SecurityGo and Auditor Plus Announced at ISTE".
- Speaker Bio:** A bio for Will Patterson, Customer Success at Securly, with social media icons for LinkedIn and YouTube.

At the bottom of the interface, there is a navigation bar with icons for settings, home, video, chat, social media, and help. The Securly logo is also visible in the bottom right corner.

Securly knew it had **to reach its audience in a relatable and memorable way, and made that a key goal of this series.** A relatable host and built-in interactivity — in the form of live Q&A as well as lots of additional content — helped.

But Securly wanted to go further. So, it turned to pop culture for a little boost. Its design riffs on the popular Netflix series, *Stranger Things*, **to build up familiarity and make its brand approachable.** It even integrated its “Securly Things” branding on its registration page, where viewers can register for one or multiple webinars in the series.



As a result, almost 1 in 5 customers viewed at least one episode of the 10-part series.

ONCE DELIVERED, THIS PROVIDED 10 HOURS OF BEST PRACTICE MATERIAL THAT COULD BE LINKED TO ACROSS ANY KEY CUSTOMER CHANNEL.

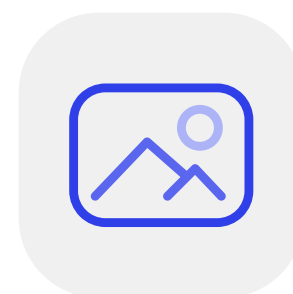
As a final bonus, Securly's, NPS score for its customer success team rose by 150%.

To learn more, [check out the Securly Case Study on the ON24 website.](#)



ON24 TIP: MATCH YOUR WEBINAR BRANDING TO YOUR UNIQUE CAMPAIGNS

If you have a powerful campaign to reach customers, it makes sense to ensure your webinars reflect that effort. Using ON24's Console Builder, you can quickly tailor your webinars to create the best experience. For more information, check out our [Webinar Console Branding Guide.](#)



sage Intacct

PRODUCT MARKETING

Sage Intacct is a cloud accounting software solution designed to meet the needs of financial professionals. But, to get audiences from the top to the bottom of the marketing funnel, **it needed compelling content that would capture and maintain audience attention** throughout the buying journey and the customer lifecycle.

The screenshot shows a presentation slide for Sage Intacct. The slide features the Sage Intacct logo at the top, a central image of a white coffee cup filled with coffee beans, and the title "Coffee Break Demo" in a large, bold font. Below the title, there is a green bar labeled "Presenters" and a box containing the name "Bob Shawgo, Content Marketing Manager, Sage Intacct". At the bottom of the slide, there are logos for "Preferred Provider of Financial Applications" and "AICPA Business Solutions".

Q&A

Good morning and welcome to today's demo. We will be starting at the top of the hour. To ask a question, please use the Q&A box. If we do not get to your question during the demo, we will follow up with you right after.

New question submission has been disabled by the organizer.

Resource List

- S Infographic: G2 Crowd Names Sage Intacct Leader in Customer Satisfaction
- Gartner Gives Sage Intacct the Highest Score in Core Financials for the Lower Midsize Enterprises Use Case
- S Request Contact

Slides

sage Intacct

Coffee Break Demo

Presenters

Bob Shawgo, Content Marketing Manager, Sage Intacct

Preferred Provider of Financial Applications AICPA Business Solutions

sage Intacct

COFFEE BREAK DEMO

POWERED BY ON24

SAGE INTACCT'S SOLUTION: THE DAILY COFFEE BREAK DEMO, A 30-MINUTE SIMULIVE WEBINAR HELD EVERY MORNING.

These short webinars allow Sage Intacct to show off all the best and cool features of its product in a short amount of time. The result? **A high attendance to conversion rate for the company.**

This high attendance to conversion rate is made possible by **using ON24's simulive format features.** With simulive in place, Sage Intacct can guarantee the quality of its demo and get the content just right while interacting with attendees through chat and Q&A features.

The screenshot shows a webinar interface for Sage Intacct. The main slide features the Sage Intacct logo at the top, a central image of a white coffee cup filled with coffee beans, and the title 'Coffee Break Demo' in large black text. Below the title is a green bar labeled 'Presenters' with a box containing 'Bob Shawgo, Content Marketing Manager, Sage Intacct'. At the bottom of the slide, there are logos for 'Preferred Provider of Financial Applications', 'AICPA Business Solutions', and the Sage Intacct logo. On the left side, there are two floating windows: a 'Q&A' window with a message: 'Good morning and welcome to today's demo. We will be starting at the top of the hour. To ask a question, please use the Q&A box. If we do not get to your question during the demo, we will follow up with you right after.' and a 'Resource List' window with three items: 'Infographic: G2 Crowd Names Sage Intacct Leader in Customer Satisfaction', 'Gartner Gives Sage Intacct the Highest Score in Core Financials for the Lower Midsize Enterprises Use Case', and 'Request Contact'. At the bottom of the screen, there is a navigation bar with icons for 'Home', 'Video', 'Q&A', and 'Documents'. In the top right corner, there is a circular logo with a coffee cup and the text 'COFFEE BREAK DEMO'. In the bottom right corner, there is a small logo that says 'POWERED BY ON24'.



SAGE INTACCT ALSO TAKES ADVANTAGE OF THE SLIDE AND SCREEN SHARE FEATURES IN ON24

Doing so allows its presenters to **show the product interface, highlight how each element works and walk attendees** through how the product interacts with itself. By pre-recording, Sage Intacct's team can then focus on engaging with audiences through the Q&A tool in real-time.

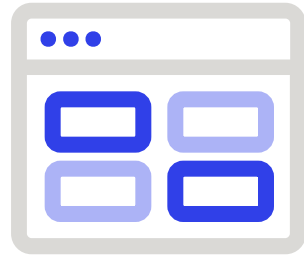
As a result, this single simulive webinar format generates as many opportunities as all of Sage Intacct's other webinars combined.

To learn more, [check out the Sage Intacct Case Study on the ON24 website.](#)



ON24 TIP: PROMOTE YOUR TOP-CONVERTING AND MOST ENGAGING WEBINARS ON AS MANY TOUCHPOINTS AS POSSIBLE

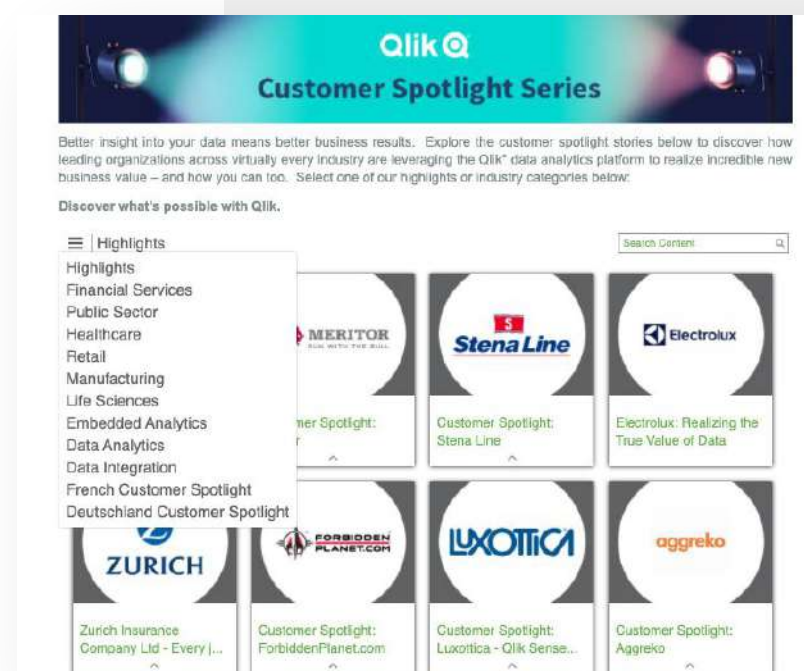
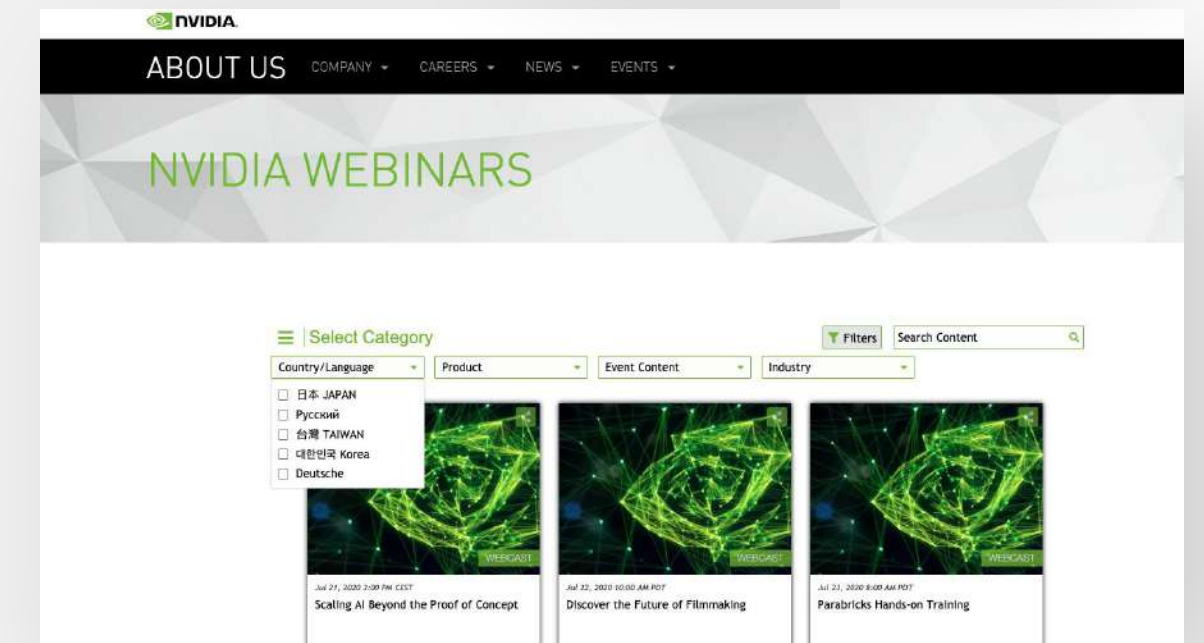
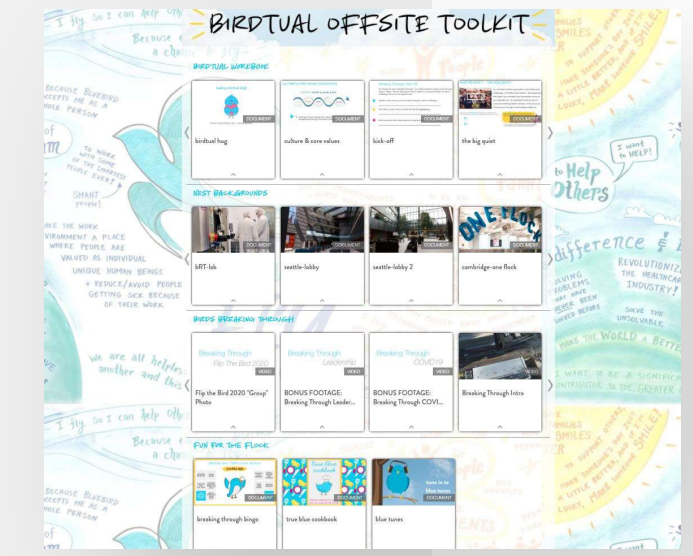
Part of the reason for Sage Intacct's success is that it promotes its "Coffee Break Demo" and other webinar events in CTAs, on landing pages, in email content drips, on its website and more. At each contact point, Sage Intacct encircles prospects with the opportunity to engage with a webinar and connect on a human level. Make sure to do the same with your best webinars.



ALWAYS-ON WEBINARS

While live and simulive webinars are great for one-time events, the next option **allows you to package your webinars into an always-on experience** using ON24's Engagement Hub. With direct integration into Webcast Elite, Engagement Hub provides you with the ability to showcase all your webinars in one place alongside downloadable PDFs, blogs and other content best suited for your audience.

One final benefit of creating an always-on experience: **It helps audiences view your webinars on their own schedule.** In a world where people watch a full TV series throughout a weekend, having this ability helps encourage your target audience to binge all the content you have to offer.



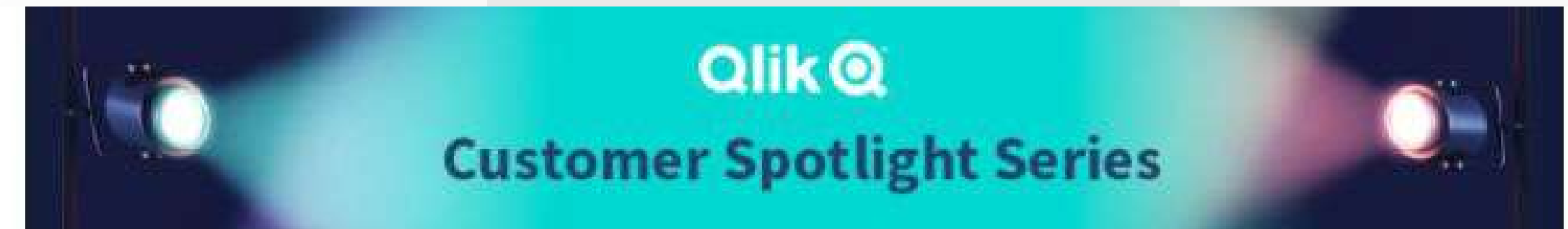


CUSTOMER MARKETING

Qlik helps enterprises around the world move faster, work smarter and lead the way forward with an end-to-end solution for getting value out of data. As a high-growth company, retention is a critical metric. However, customers didn't engage with product updates as often as the company wanted, meaning customers were missing out on all of Qlik's available features.

As part of its broader webinar strategy, **Qlik created a "Customer Spotlight Series" using ON24 Engagement Hub**, showcasing how customers are successfully using its platform.

Given that Qlik has a wide range of customers in various industries, there is a wealth of content in its Customer Spotlight Series. To make it easy for its audience to find the right content, Qlik uses **Engagement Hub's filter feature**, allowing visitors to filter content by industry, vertical and other categories. Audiences can also search for specific content using the search box.



Better insight into your data means better business results. Explore the customer spotlight stories below to discover how leading organizations across virtually every industry are leveraging the Qlik® data analytics platform to realize incredible new business value – and how you can too. Select one of our highlights or industry categories below:

Discover what's possible with Qlik.

The screenshot shows a user interface for the "Customer Spotlight Series". At the top, there is a search box labeled "Search Content". Below it is a filter menu titled "Highlights" with a list of categories: Highlights, Financial Services, Public Sector, Healthcare, Retail, Manufacturing, Life Sciences, Embedded Analytics, Data Analytics, Data Integration, French Customer Spotlight, and Deutschland Customer Spotlight. To the right of the filter menu is a grid of customer spotlight cards. Each card features a company logo in a circle and a title below it. The cards shown are: Meritor (with the tagline "RUN WITH THE BULL"), Stena Line, Electrolux (with the tagline "Realizing the True Value of Data"), Zurich Insurance (with the tagline "Company Ltd - Every j..."), Forbidden Planet.com, Luxottica (with the tagline "Qlik Sense..."), and Aggreko.

ON24 TIP: TAKE ADVANTAGE OF ONE-TIME AND MULTI-REGISTRATION TO BOOST CONVERSION RATES AND CAPTURE MORE ENGAGEMENT DATA

When a buyer or customer needs to fill in too many forms, it puts them off from consuming content. By using [ON24's Marketo integration](#), or by [adding multi-registration to your ON24 registration pages](#), you can cut the amount of form filling required and drive further engagement.



With Engagement Hub, Qlik can provide a **large amount of content to customers and prospects**, irrespective of geography. And, by showcasing the success of its customers, the technology company has strengthened its existing relationships. Overall, Qlik has doubled the reach of its product information.

To find out more, [check out the Qlik Case Study on the ON24 website.](#)

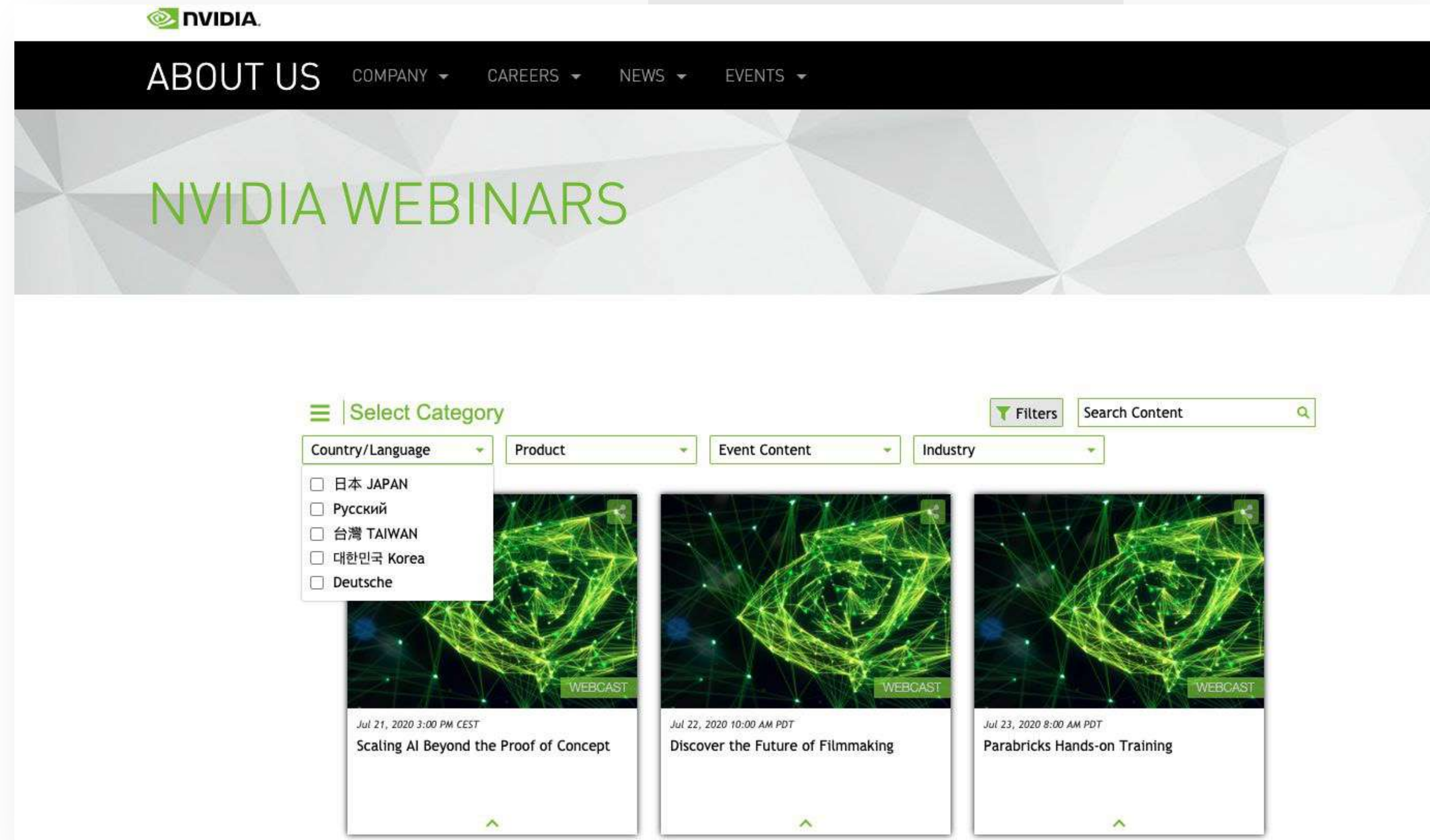


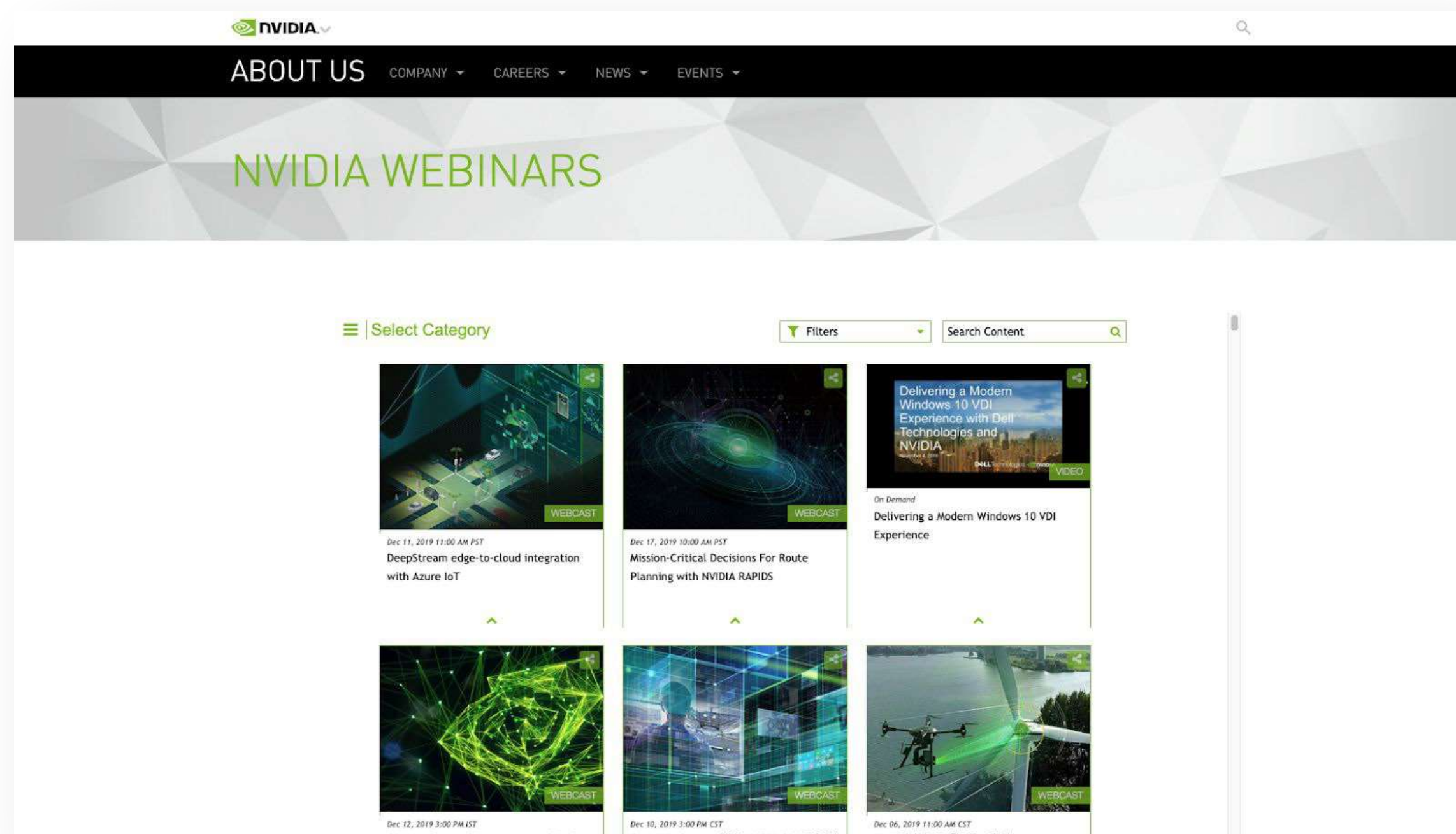
PRODUCT MARKETING

Another company taking full advantage of the Engagement Hub is the multinational technology organization, NVIDIA. As the firm has a **broad range of markets globally, from gaming to self-driving cars, achieving international reach** with a small team poses a particular challenge.

To drive the best results from its webinar program, NVIDIA embeds Engagement Hub **on its own website, making its content accessible to customers and prospects.**

What's more, by taking advantage of the ability to customize the Engagement Hub, NVIDIA stays on brand, **creating a one-stop-shop for all webinar content** while staying true to the look of its website.





NVIDIA also makes the most of Engagement Hub's search options, helping audiences to search for content using different variables, like country, language, product, event content and industry. With these filters in place, **NVIDIA can easily serve prospects across multilingual markets with localized content.**

As a result, Engagement Hub saves NVIDIA's team around an hour of time for each webinar produced, allowing it to create more than 80 webinars per year. Engagement Hub has also helped NVIDIA **to increase its on-demand viewing time by 28%**, making webinars one of the company's top-performing channels for lead generation.

To find out more, [check out the NVIDIA Case Study on the ON24 site.](#)



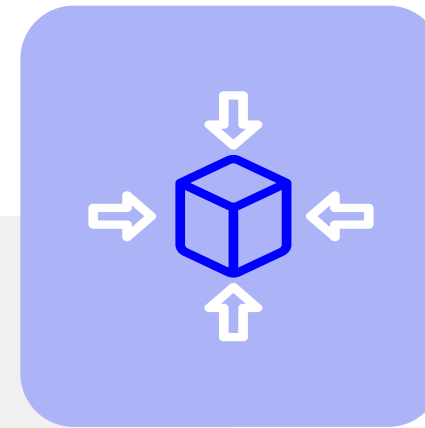
ON24 TIP: EMBED YOUR ENGAGEMENT HUB WITHIN YOUR MAIN WEBSITE TO SAVE TIME

In many organizations, requesting changes to a website can be time-consuming. Fortunately, Engagement Hub can be managed independently within the ON24 Platform, meaning you can update the content without needing to ask your website managers to assist.

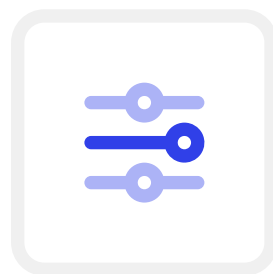


ON24 TIP: LOOK TO SHARE YOUR WEBINAR PLATFORM ACROSS TEAMS TO SAVE TIME AND POOL ASSETS

Creating quality content takes time, regardless of whether you work in HR or marketing. But by having a single webinar platform used across the company, everyone can benefit from using the same library of resources, helping to improve performance across the board.

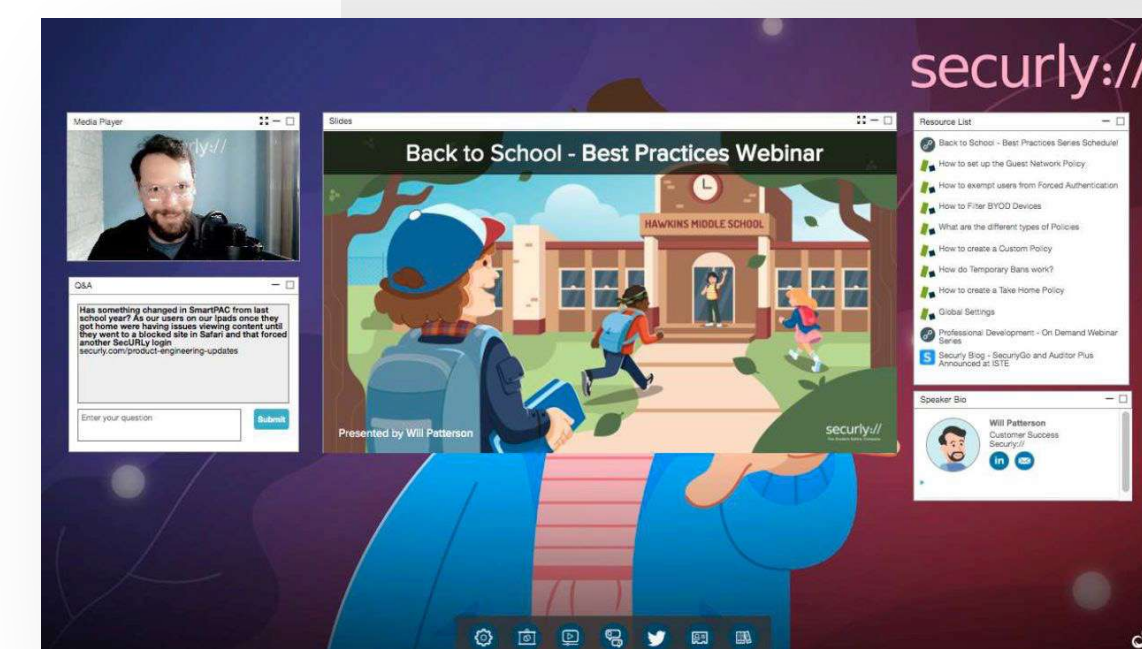
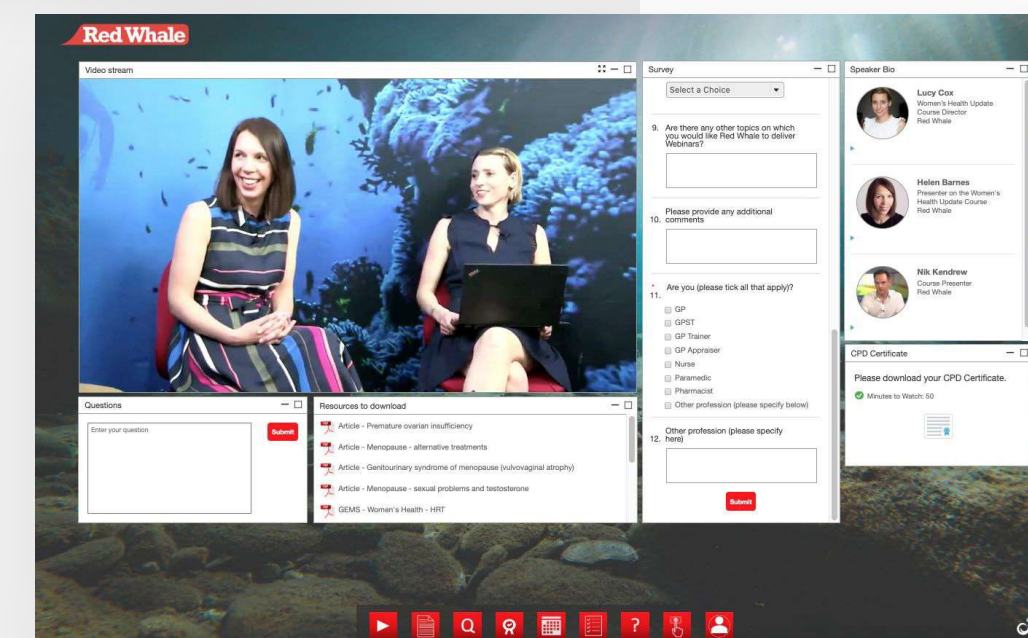
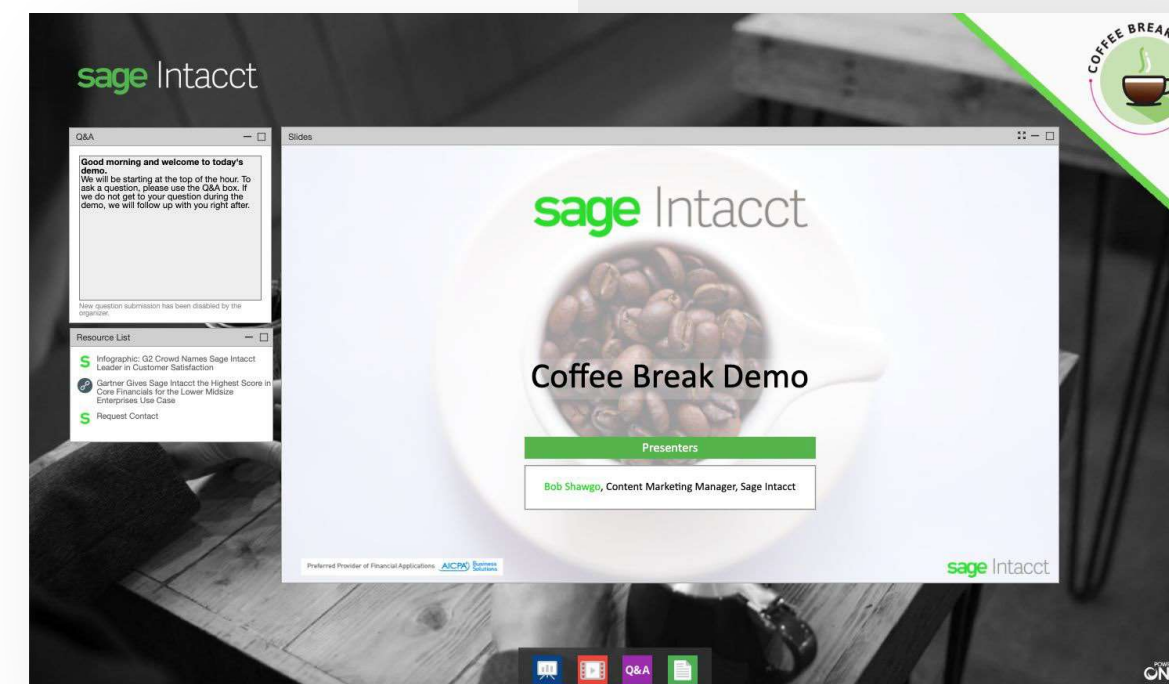


The company turned its virtual training center into a content hub jam-packed with resources. Additionally, **the company made it a positive place for employees to engage.** It included colorful and encouraging background imagery and fun resources, such as the “Kid’s Corner” to encourage the use of its training materials.



PERSONALIZED AND TARGETED WEBINARS

Whether you're employing an account-based marketing (ABM) strategy or targeting specific industries or verticals, using [ON24 Target](#) allows you to create personalized experiences tailored to your exact audience.





EDUCATING SMES

Targeting doesn't stop at accounts, industries or verticals. You can also **target specific job titles**. That means cultivating content personalized for any role a company wishes to contact. For example, VoIP provider 8x8 wanted to target those charged with managing the customer experience.



Contact Center Circle CX Conversations

Conversations to help you stay ready, responsive and resilient. A casual, 15-minute format delivers maximum content with minimum time commitment.

[Watch Now](#)

WEBCAST
Securing Customer Data While Working Remotely

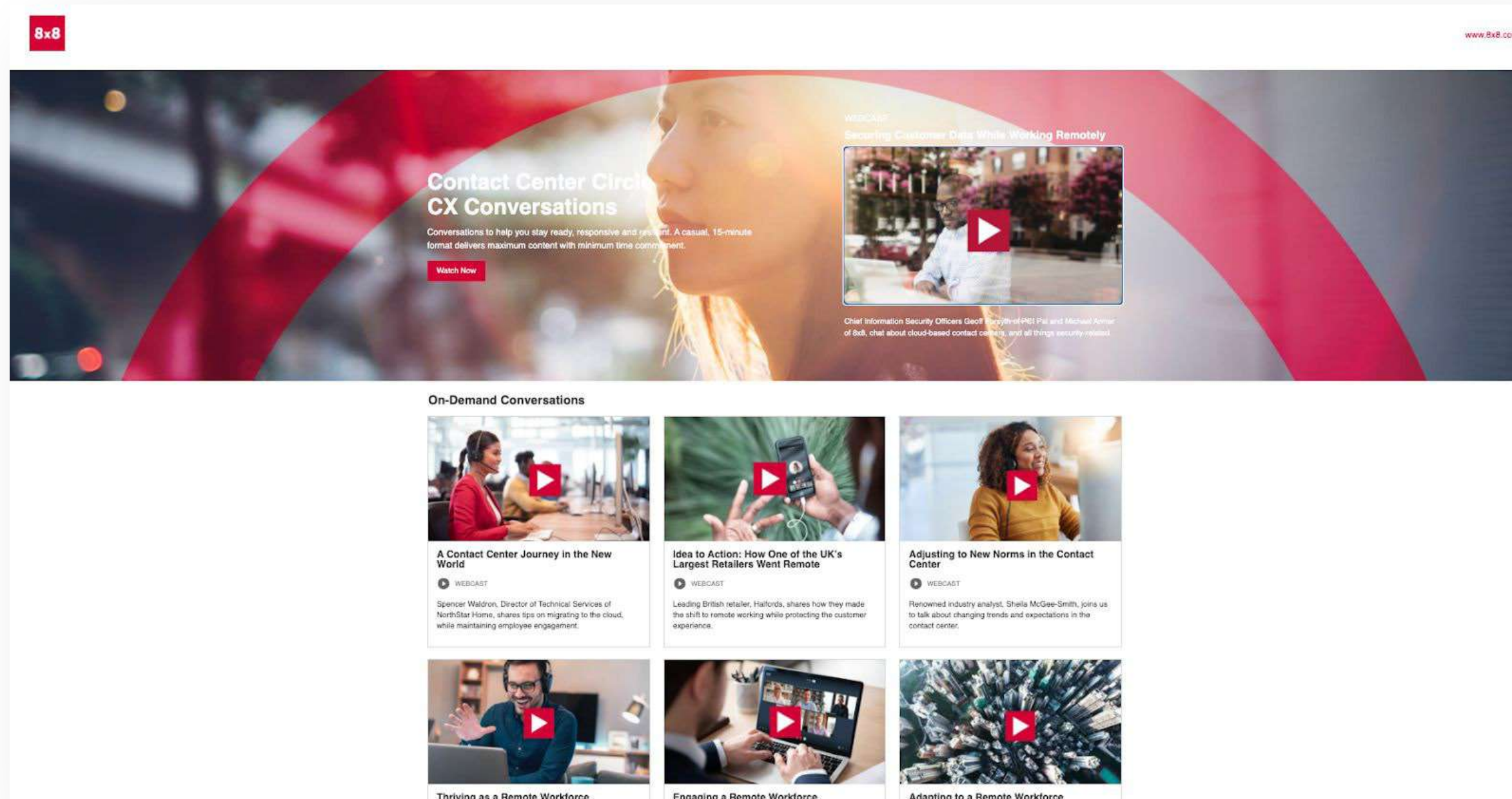
Chief Information Security Officers Geoff Bergthorn (PGI) Pai and Michael Ammer of 8x8, chat about cloud-based contact centers, and all things security-related.

On-Demand Conversations

<p>A Contact Center Journey in the New World</p> <p>WEBCAST</p> <p>Spencer Waldron, Director of Technical Services of NorthStar Home, shares tips on migrating to the cloud, while maintaining employee engagement.</p>	<p>Idea to Action: How One of the UK's Largest Retailers Went Remote</p> <p>WEBCAST</p> <p>Leading British retailer, Halfords, shares how they made the shift to remote working while protecting the customer experience.</p>	<p>Adjusting to New Norms in the Contact Center</p> <p>WEBCAST</p> <p>Renowned industry analyst, Sheila McGee-Smith, joins us to talk about changing trends and expectations in the contact center.</p>
<p>Thriving as a Remote Workforce</p>	<p>Engaging a Remote Workforce</p>	<p>Adapting to a Remote Workforce</p>

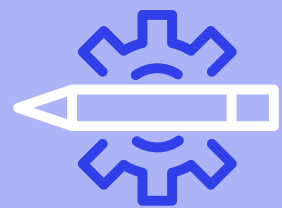
While 8x8 hosts regular webinars on a variety of topics, the company uses Target to create a space explicitly personalized for customer experience professionals. The portal consists of **short webcasts designed to provide helpful information without taking up too much audience time.** These webcasts are all on-demand, so the target audience can access them wherever and whenever they wish.

The screenshot displays a webinar interface for 8x8. At the top left is the 8x8 logo. The main content area features a video player with two speakers. To the left of the video is a 'Slides' panel with the title 'Securing Customer Data While Working Remotely' and social media links. Below the video is a 'Resource List' with two items: 'Straight Talk about Cloud Communications Security, Compliance and Reliability' and 'Security: Critical considerations for a Cloud-based Contact Center'. To the right of the video is a 'Q&A' section with an input field and a 'Submit' button. On the far right is a 'Featured Speakers' panel listing Geoff Forsyth and Michael Armer, both Chief Information Security Officers at 8x8. A navigation bar at the bottom contains icons for help, chat, video, Q&A, and other functions.



8X8 USES CONSISTENT BRANDING THROUGHOUT EACH WEBINAR, UTILIZING ENGAGEMENT TOOLS SUCH AS Q&A, SLIDES AND RESOURCES TO ENGAGE AUDIENCES.

Messaging is also personalized to the audience, providing attendees with up-to-date topics specifically geared towards the world of customer experience.



ON24 TIP: WHEN CREATING A PERSONALIZED OR TARGETED PAGE FOR CONTENT, FEATURE YOUR MOST IMPORTANT CONTENT ABOVE THE FOLD

While personalized and targeted webinars will perform better than generic content, you may have a particular asset you want your audience to engage with first. To increase the likelihood of this happening, make sure to feature this key content prominently for your audience to engage with. To find out how ON24 Target makes that easy, [check out our post on “Getting the Most Out of Your ON24 Target Hero Layout.”](#)





EXPLAINING RETIREMENT PLANS TO EMPLOYEES

ADP, a top human capital management company, is a prime example of how specific ON24's Target pages can be. As a company offering a suite of tools and services to companies in need of HR support, ADP needs to help HR departments promote and simplify 401(k) enrollment for employees — a process requiring employees to consider and process a great deal of information.

Using ON24 Target, **ADP can consolidate and share all of its 401(k) information in one easy-to-access portal.** Clients can then share this portal with employees, who, in turn, can then educate themselves in the time and manner most suitable for them.

The screenshot displays the ADP Retirement Services website. At the top left is the ADP logo with the tagline "Always Designing for People". The main header reads "ADP RETIREMENT SERVICES" and "Unlock the potential of your 401(k)". A video player shows a group of people looking at a laptop with the text "Enrolling with ADP". Below the video, a section titled "Not sure where to start?" encourages watching a webcast to learn about 401(k) benefits and enrollment. To the right, a sidebar offers an "Enroll Now" button and a "Click Here to Enroll Now" link. Further down, there is a "Register for Live Webcast" button. A section titled "Need more help? Click on these additional resources." features four icons and links: "How will this impact my take home pay?", "What are the basics of investing?", "I have a 401(k) with a previous employer.", and "Retirement On ADP Mobile for Participants".



Webinars are featured prominently on ADP's ON24 Target page, **including a call-to-action to register for upcoming live webinars.** But knowing that everyone consumes content differently, ADP also provided other resources on this page, including content covering common questions about the topic. **ADP even provides a call-to-action allowing employees to enroll in its 401(k) directly from the page.**

As a result of creating this ON24 Target page, ADP has seen the number of enrollments increase. To find out more, read ON24's post on ["How a Targeted Experience Helped ADP Drive 401\(K\) Enrollments."](#)



ON24 TIP: REPURPOSE LONGER WEBINARS INTO SHORT CLIPS FOR TIME-PRESSED AUDIENCES

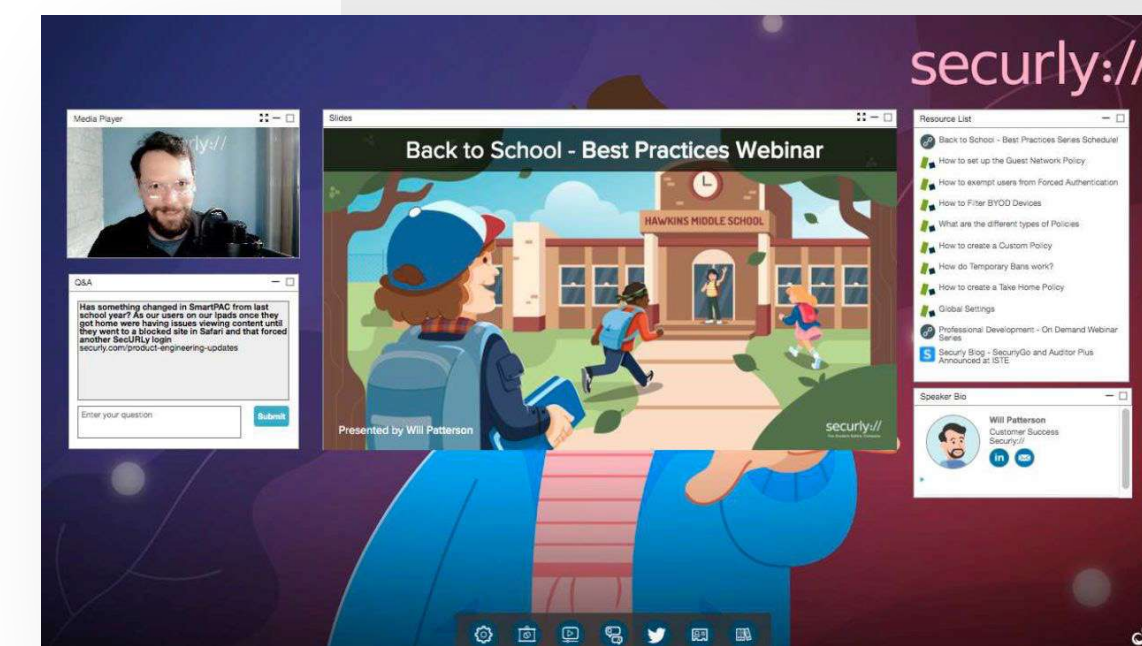
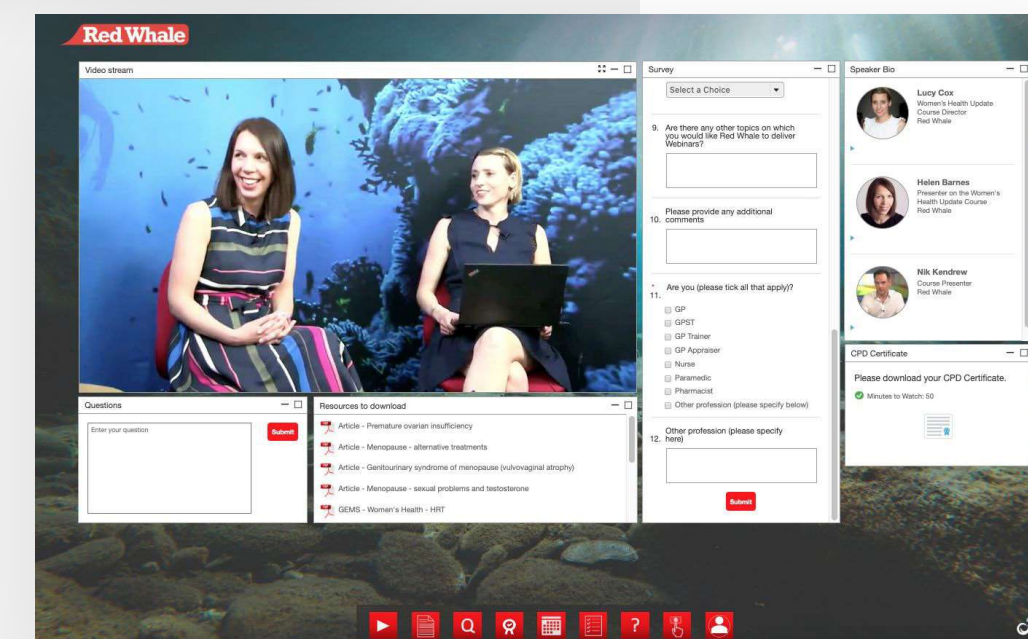
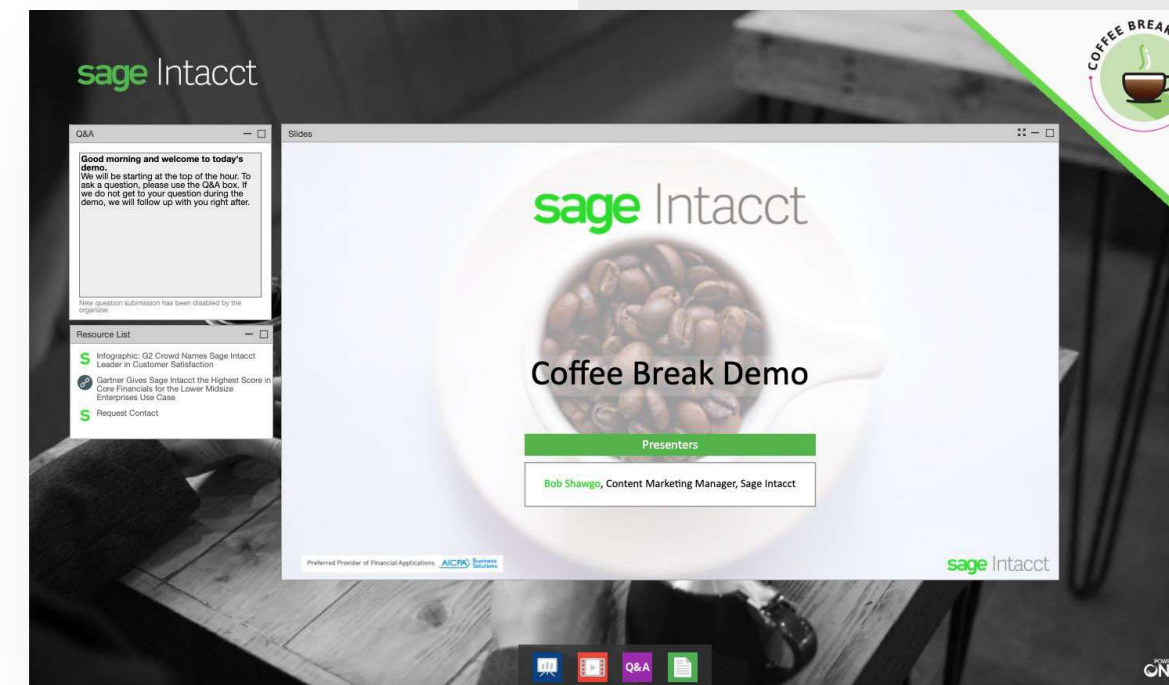
If your target audience is struggling to fit everything into their working day, they may be less inclined to watch a full webinar, even if it is personalized to them. To make things easier for them, look to include key clips from your previous webinars that highlight the most important points.



COMPREHENSIVE DIGITAL EXPERIENCES

The last step in your webinar journey is **creating virtual events or conferences**. While live conferences are a highly effective way for B2B organizations to capture leads, schedules, travel restrictions and expenses can hinder attendance. So get around the obstacles by bringing your conference online.

Here are two examples of companies that achieved memorable comprehensive digital experiences:



cherwell®

THE CLEAR2020 VIRTUAL CONFERENCE

What do you do when a global pandemic forces you to cancel your live event? This is a problem Cherwell Software encountered in March 2020 when COVID-19 caused the cancellation of its Clear 2020 Europe conference. Instead of giving up and terminating the event, the company took its conference into the virtual world.

cherwell
CLEAR 2020
EUROPE VIRTUAL

ELEVATE EXPERIENCES

Hello and welcome to Clear 2020 Europe Virtual. #Clear2020
Please register to join the event. Visit www.cherwell.com/clear2020europe to sign up.

Filters Search Content

CSM 10.0 Spotlight

CSM 10.0 Spotlight and Product Overview
Come join the Cherwell Product team and learn about the new features that make up Cherwell 10.0. This new release will feature Virtual Agents, Sentiment Analysis, Webhooks and more.

Keynote Sessions

- Elevate Experiences - LIVE
- Elevating Experience - On Demand (Speaker: SAM GILLILAND)
- State of the Industry & Cherwell 2021 Roadmap - On Demand (Speakers: MATT KLASSEN, LORI MARSHALL)
- Comedy vs Code - On Demand (Speaker: CALLY BEATON)
- Elevating Customer Experience at IKEA - On Demand (Speaker: SUSAN STANDIFORD)

Spotlight Sessions

- Securing The Helpdesk (Topic: Why The Helpdesk Is A Target)
- ITSM Roadmap (Topic: Walking the ITSM Roadmap)
- Tame the Beast of IT (Topic: Tame the Beast of IT)
- DRYICE & Cherwell (Topic: DRYICE & Cherwell Make a...)
- Remote Workers (Topic: Planview Presents, Remote...)

With ON24 Webcast Elite and Engagement Hub, Cherwell **created a virtual conference experience comparable to a live event.** Attendees could easily attend keynote speeches, spotlight sessions and engage in breakout briefings from the comfort of their own homes — no airfare required.

The screenshot displays a virtual conference interface with a dark blue header. On the left, it says "cherwell #CLEAR2020". On the right, the main title "ELEVATE EXPERIENCES" is displayed in large white letters. The central area is a "Presentation" window showing a cityscape at night with two white silhouettes of people. To the right is a "Speaker Bio" panel listing three speakers: Sam Gilliland (CEO), Matt Klassen (VP, Product Marketing), and Lori Marshall (VP, Product Management). Below the presentation is an "Ask a Question" form with a text input field and a "Submit" button. At the bottom right, there is a navigation bar with icons for video, percentage, calendar, link, search, and thumbs up.



Cherwell made it easy for attendees to find the content that interested them most with **the use of filters and clear headings on the welcome page**. Attendees were encouraged to join in the live one-day event, but they also had the option to access the conference's content on demand after the event ended. With always-on content available, both on-demand and live attendees were given the opportunity to **process conference messaging more thoroughly, understand product tips tricks, and digest industry trends**.



ON24 TIP: BREAK OUT YOUR CONTENT BY THEME TO MAKE IT EASIER TO FIND

Just as it can be hard to find a particular room or track at an in-person event, the same can be said when you have a lot of webinars. To help audiences narrow down to the session they want to join, make sure to clearly structure your conference event page, along with providing filters and search options to save time.



PUTTING THEIR 31ST ANNUAL CONFERENCE ONLINE

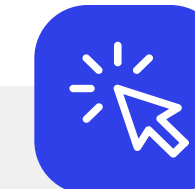
Faced with a similar cancellation of its live event, the Association of Certified Fraud Examiners (ACFE) took its **global conference online, treating participants to an array of live sessions.**

The screenshot shows the ACFE Global Fraud Conference Hub website. At the top, the title reads "ACFE GLOBAL FRAUD CONFERENCE" with the dates "JUNE 22-24" below it. A banner features the ACFE logo and the motto "LIGHT THE WAY". Below the banner, a welcome message states: "Welcome to the ACFE Global Fraud Conference Hub. On-demand sessions are now available. You can watch any session, but only 22 are available for CPE. To see which sessions are eligible for CPE, use the On-Demand CPE filter below." A second message says: "To earn CPE, watch a session eligible for CPE credit and pass the final exam. You will receive a certificate for each on-demand session you complete." The interface includes a search bar labeled "Search Content" and a "Filters" button. Two dropdown menus are set to "On-Demand CPE" and "ACFE Ethics CPE". A large central banner repeats the conference title and dates: "ACFE GLOBAL FRAUD CONFERENCE JUNE 22-24, 2020 | ONLINE VIRTUAL CONFERENCE". To the right of this banner, text reads: "On-Demand Sessions Eligible for CPE. These 22 sessions are eligible for on-demand CPE. Watch the recording and pass the exam to earn additional CPE. You will receive a certificate for each session you complete." Below this is a "Conference Information" section with several thumbnail cards for different topics like "ACHIEVEMENT" and "ACFE VIRTUAL TEAM TRAINING".



Again, **attendees had the choice of attending live sessions or accessing the content on-demand.** Either way, ACFE made it easy for attendees to find content in their area of interest by sorting each webinar by track.

Like a live conference, ACFE had a lot of peripheral activities going on. Fortunately, ACFE made **finding these virtual activities easy with ON24 Engagement Hub's search and filter capabilities.** For example, ACFE prominently featured sponsor breakout rooms on the event's main page, encouraging attendees to engage or set up meetings with sponsors. The organization also made it easy for attendees to find conference information and filter by track offered, like certifications, so **attendees can prioritize the sessions most important to them.**



ON24 TIP: SHARE RICH ENGAGEMENT DATA WITH YOUR SPONSORS AND PARTNERS TO MAXIMIZE VALUE

One benefit of webinars over in-person events is the much richer engagement data that you can collect to help your sponsors and partners identify the best prospects. This can be particularly valuable when your webinars have very large audiences. To make virtual events as effective as possible, make sure to share this data with your sponsors and partners when you have consent to do so, from total view time to Q&A asked and poll question responses. To find out about what data you can collect using ON24, [check out ON24 Intelligence.](#)

TAKING YOUR WEBINARS FORWARD

The examples featured in this guide show how webinars can help achieve a broad number of goals, from powering key marketing campaigns to taking an entire industry conference online.

Webinars have enabled organizations of all types to maintain and strengthen engagement with key audiences. However, data show audiences have, for a long time, expressed a preference for digital channels.

Every passing year, figures from [ON24's Webinar Benchmarks Report](#) show professionals have turned to webinars in increasing numbers. Similar research by SiriusDecisions consistently finds that [webinars are the top-rated channel for engagement and demand](#).

It should be no surprise, then, that the difference between companies will increasingly be determined by the quality of their digital experiences.

As you reflect on the examples in this guide, pause to ask how your organization will take the next steps on its digital journey. Whether you're yet to run webinars or are already seeing great results, there is always room to improve the experience and the results you see.

MORE WEBINAR RESOURCES TO CONTINUE YOUR JOURNEY

[ON24's Webinar Best Practices Series](#)

Sign up to get the best webinar tips from ON24's Chief Webinerd, Mark Bornstein.

[ON24's Webinar Assessment Tool](#)

Take a few minutes to find out where your webinar channel stands and how to advance to the next level.

[The Center for Marketing Transformation](#)

Find out how to navigate common marketing challenges and use webinars effectively to address them.

