



Creating a Great Webinar

SEHG-SM-4123 · Business · approx. 7 min seat time · English · 100% online, self-paced

Accreditation & industry alignments: none verified on record — institutional accreditor mapping pending

COURSE DESCRIPTION

Webinars are staples of modern business. Anyone can easily create a webinar, and when they are done well, they can promote your brand and increase your customer base. Webinars that are not done well can actually have an adverse effect on your company and potentially decrease your customer base and taint your reputation. By following the advice in the course, you will have a clearer understanding of the steps necessary to create a successful webinar.

Sales and Marketing course: Creating a Great Webinar.

WHO THIS COURSE IS FOR

Working professionals, team leads, and career-changers who want practical, job-ready Business skills — no prior coursework required. Teams and organizations can enroll groups for consistent, measurable upskilling.

SKILLS & LEARNING OUTCOMES

Upon completion, the student will be able to:

- Define webinars and their purpose
- Choose the best formats
- Prepare for webinars
- Avoid common mistakes
- Understand how to interact with the target audience
- Follow up successfully

WHAT'S INCLUDED

- 1 clock hour(s) of self-paced online learning
- 13 course modules
- 7 instructional videos — 7 minutes of total video runtime
- This syllabus (PDF), downloadable for reference
- Official SEHG Certificate of Completion upon finishing the course
- Language editions: English

Delivered 100% online and self-paced in the SEHG learning platform. This section lists the materials currently delivered for this course.

MODULE MAP

- **Module 1 — Introduction**
 - Course Objectives
- **Module 2 — What Can a Webinar Do?**
 - Marketing to Prospective Customers
 - Training or Teaching
 - Demonstrations and Presentations

- Information Sharing
- **Module 3 — Successful Webinar Criteria**
 - Passion and Enthusiasm
 - Value
 - Knowing Your Target Audience
 - Grab and Keep Attention
- **Module 4 — Find the Right Format**
 - Tailor It to Your Audience
 - Pre-Recorded
 - The Live Webinar
 - Two Person Team
- **Module 5 — Marketing and Social Media**
 - Blog Posts and White Papers
 - Email Marketing
 - Offer An Exclusive Deal
 - Hashtags
- **Module 6 — Leading up to Your Webinar**
 - Reminder Emails
 - Practice and Rehearse
 - Test Your Technology
 - Insert Solicited Questions
- **Module 7 — Drive Up Registration**
 - Avoid Spam Filter
 - A Great Title
 - Solicit Questions
 - The Registration Page
- **Module 8 — Presentation Tips**
 - Show, Don't Tell
 - Sharing Your Desktop
 - Strong Visuals
 - Script It
- **Module 9 — Interacting With Your Audience**
 - Polling and Surveys
 - Answer Solicited Questions
 - Activities
 - Q&A Sessions
- **Module 10 — Mistakes to Avoid**
 - Technical Issues
 - Ignoring Your Audience
 - Audience Not Participating?
 - Timing
- **Module 11 — Post Event**
 - Contact No Shows
 - Follow Up Emails
 - Call to Action
 - Make It Easy to Share
- **Module 12 — Assessment**
- **Module 13 — Wrapping Up**
 - Course Summary

COMPLETION & CERTIFICATION

Completion-based: a certificate of completion is issued after all course videos have been viewed.
The certificate of completion is non-credit. This course does not currently carry academic credit or CEUs.

OFFICIAL SEHG CERTIFICATE

Graduates receive the official Synergy University Education Certificate of Completion — issued by the Office of the Registrar with a unique credential ID, shareable to LinkedIn and verifiable online.

Every certificate carries a unique credential ID — verify at:

SynergyEducation.AI/verify

SUPPORT, ACCESS & POLICIES

- Support: CEO@SynergyEducation.AI
- Accessibility: ADA/WCAG 2.1 AA-first delivery; accommodations available on request.
- Academic integrity and refund policies: per SEHG student handbook.

Enroll Today

Tuition per learner (Essentials tier) — enroll online with the course code below.

\$49 · SEHG-SM-4123 · SynergyEducation.AI

Also available: instructor-led workshop kits for teams — in-person training agendas, playbooks, and facilitator materials built on this course. Contact CEO@SynergyEducation.AI.