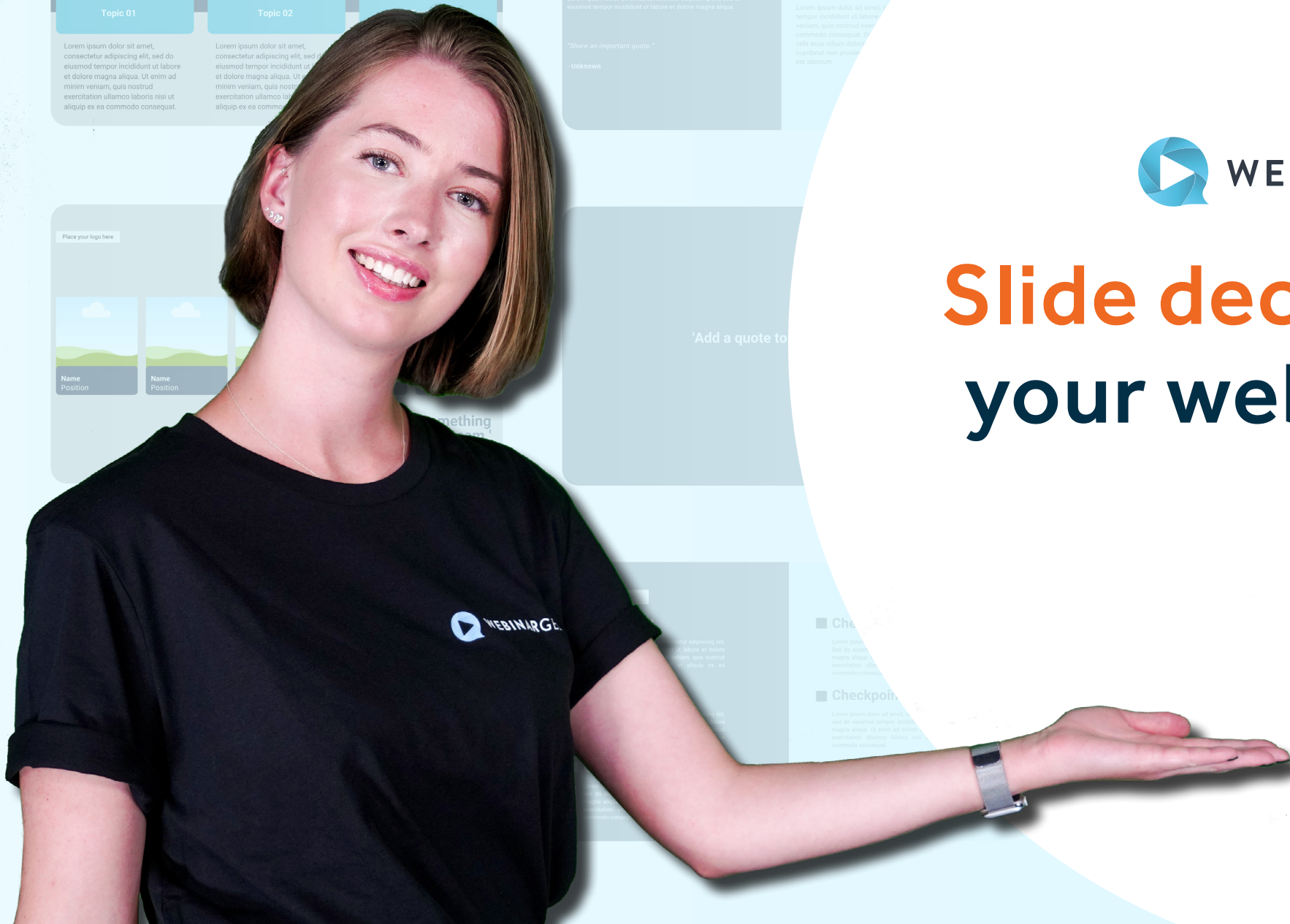




WEBINARGEK

Slide decks for your webinars

Webinars and presentations go hand-in-hand with each other since the first webinar was hosted in the 1990's. As a host, you want to position yourself as a professional with your audience.

Compared to any other marketing tool, you have an incredible amount of time to spend with your audience during a webinar. This is the moment when you want to give them value for their time. A stunning presentation is an easy way to connect them to your brand and get your message across.

A very popular tool to create presentations is Canva, a real-time presentation builder in the browser. The easy-to-use interface resonates really well with our vision in building easy-to-use webinar software. So we envisioned bringing the two together!

For your next webinar, we handpicked great templates from Canva that you can use immediately. In this deck you will not only find useful examples, but also a blank template that we've created ourselves.

Webinars come in many forms. To make sure we got everyone's needs covered, we categorised the presentations in 4 different themes:

- Marketing & Sales presentations
- Online trainings
- Pitch presentations
- Product demos

A professional presentation is an essential ingredient for a successful webinar.

But it's also just half of the success. In here, you will also find handy tips on how to present a webinar and what to think about before you step into the spotlight.

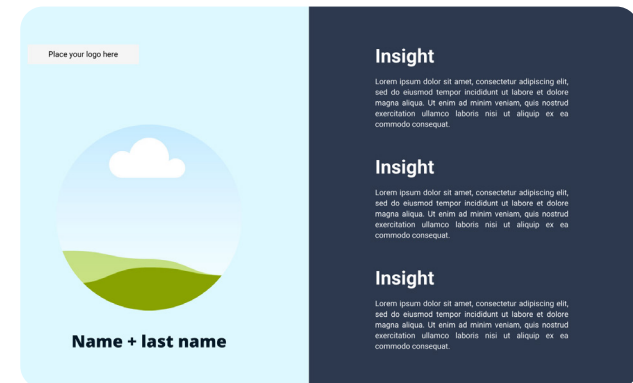
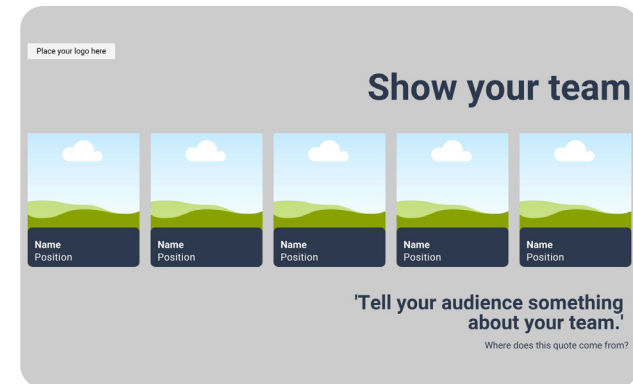
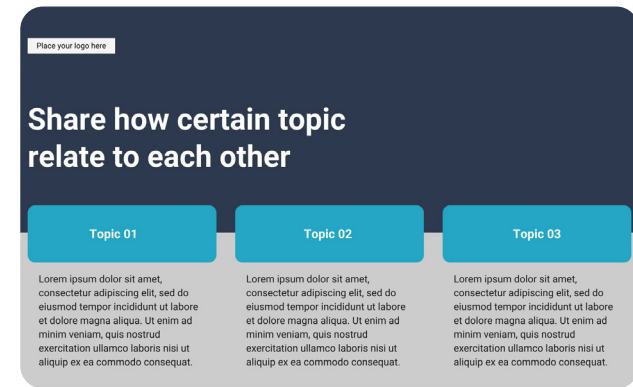
To help you bring the best to your audience via webinars, we've also added some inspiring webinar topic ideas for your next webinar.

Have fun reading!

If you need us, start a conversation at webinargeek.com

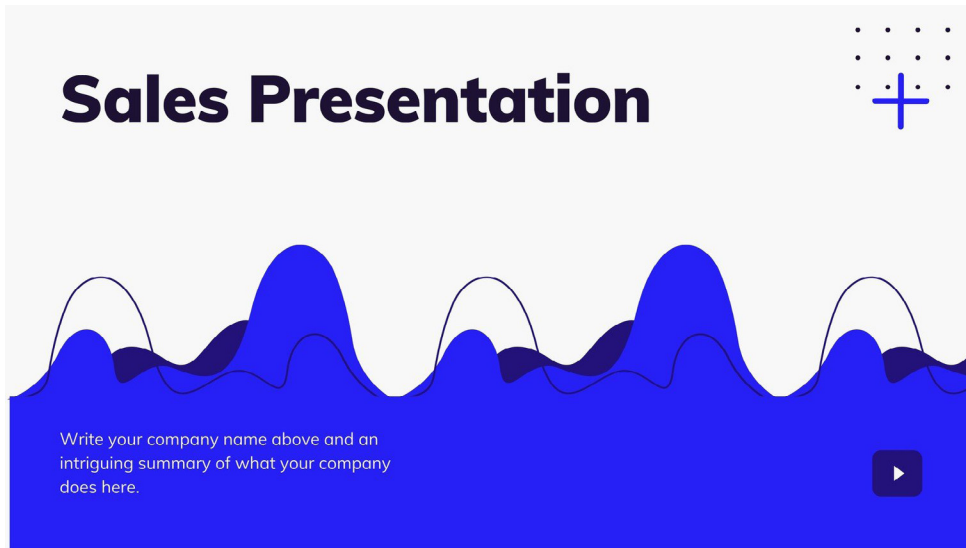
Table of content

1. Marketing & Sales
 2. Online training
 3. Pitchdecks
 4. Product demos
 5. 10 tips for presenting a great webinar
- BONUS:** 11 new inspiring subjects for your next webinar



Marketing & Sales

When hosting a Marketing or Sales webinar, your audience learns about your company for the first time. We all know the importance of a first impression so you need to impress your leads right from the start. That's why we advise a presentation with minimal design, emphasising the most important elements from your corporate identity. This is the moment your audience will experience your branding for the first time in their customer journey.



White and Blue Corporate Finance Sales

- + Minimal visual set, making content easy to understand
- + Global map gives good overview of existing clientbase
- + Including a team slide makes your company human

Use template



Minimalist professional corporate marketing Plan charts and graphs

- + Great deck because contains clear SWOT analysis
- + Statistics, graphics and placement of content look neat
- + Marketing Mix included

Use template

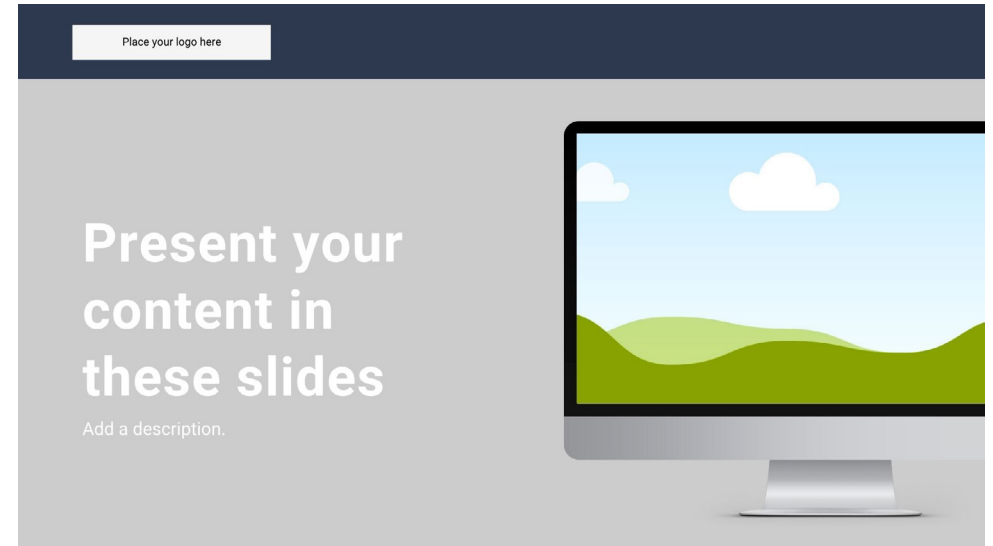
Marketing & Sales



Navy and Green Simple Geometric Digital Marketing Agency

- + The use of numbers works well for the flow
- + The amount of content per slide is perfect to digest
- + Great use of time variables
(..in the world today, budgets, plans)

Use template



WebinarGeek's blanco theme

- + Do you rather want to start with a blanco template? We've created a blanco template that you can use to create your own personalized presentation!
- + Upload your logo, edit the colors, add your font, and write your story to create an awesome presentation.

Use template

Online Training

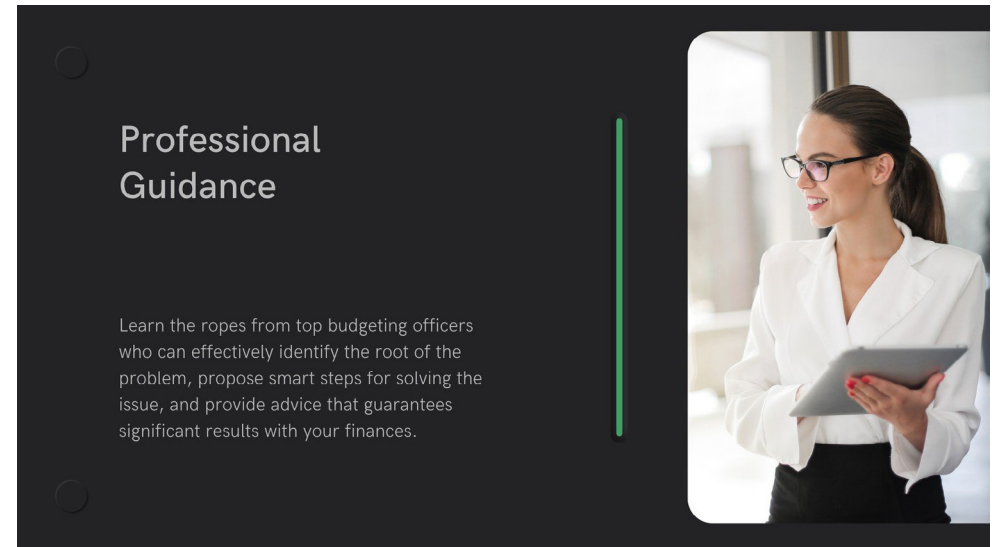
Webinars are the best way to share your knowledge with anyone on the globe. It's easy to test your audience afterwards too. Everyone has a different learning style. Using interactive elements in your webinar, such as polls and quizzes help you and the audience to understand the content of the webinar clearly.



Yellow Clean Digital Training/How-to Video

- + Brilliant use of video content in the presentation
- + Visual mix of video + copy + color content is well balanced
- + Use of animated graphs looks professional

Use template

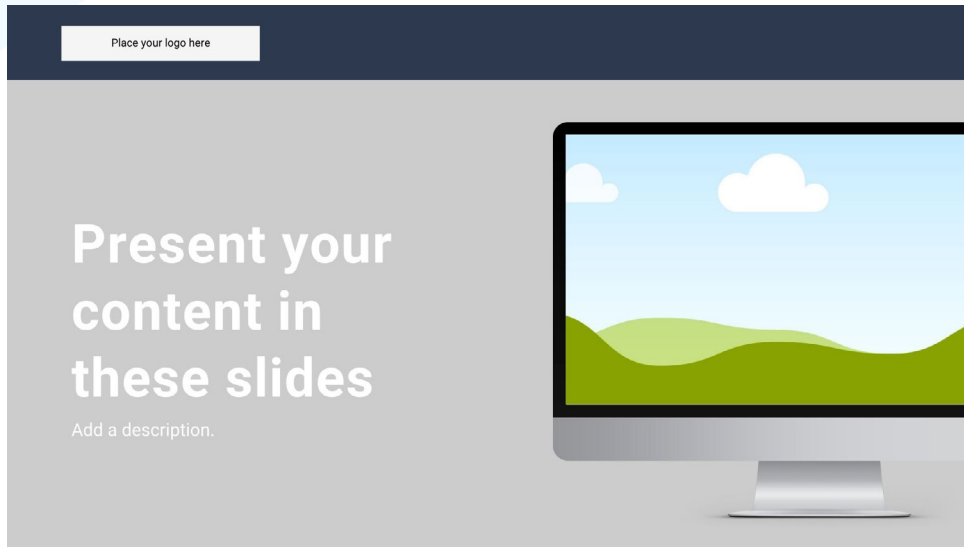


Charcoal and Green Dark Neomorphic Money Budgeting Marketing Talking

- + Minimalistic content puts emphasis on your story
- + Professional looking design
- + Title screens can be used to divide content in chapters

Use template

Online Training



WebinarGeek's blanco theme

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- + Upload your logo, edit the colors, add your font, and write your story to create an awesome presentation.

[Use template](#)

Pitchdeck

Ready to pitch your company or idea to a big audience? Planning on meeting some interesting investors? An awesome pitch deck presentation is what you need. You want to blast the audience away with charts and numbers to show the value that you bring as a company or person.



Black and Yellow Minimalist Lifestyle Business Plan Presentation

- + Includes a Business Model Canvas
- + Includes SWOT, AARRR Funnel and other Marketing Strategies
- + 2-color layout looks tight (black as ground color + yellow)

Use template

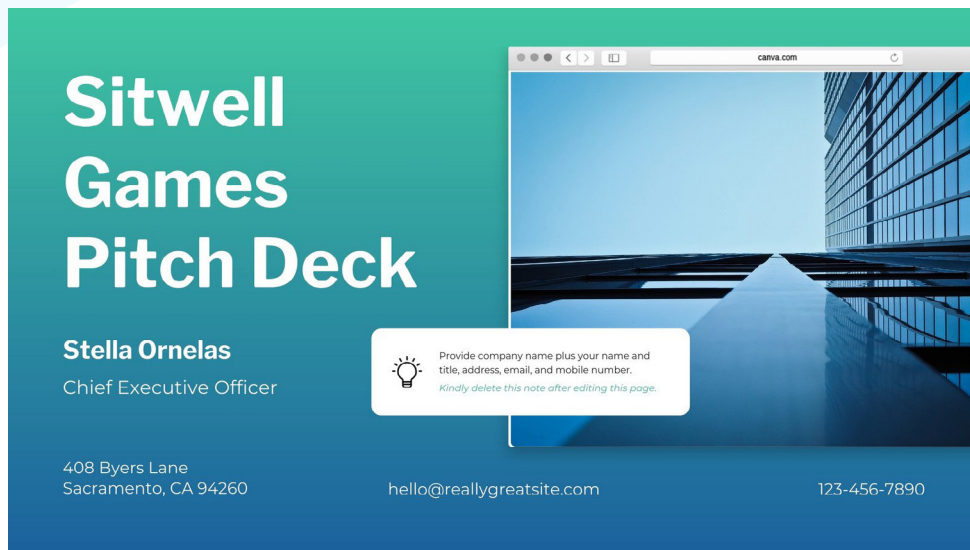


Blue White Gradient Tech Business Pitch Brand Guidelines

- + Includes animations. Ready to be used in your presentation.
- + Complete data set for investors (traction, revenue models)
- + Includes flowcharts and whiteboard page

Use template

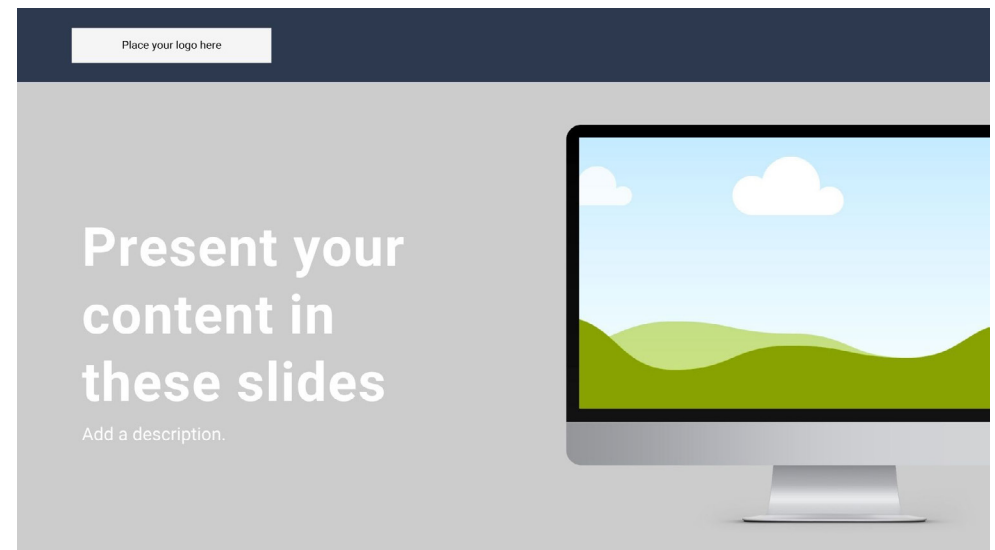
Pitchdeck



Green and Blue 3D Mockups Elevator

- + The banner gives a brief explanation of what you should describe on the slide
- + Banner attracts the eye which can be useful to provide extra information
- With the gradients in the background it might feel like a bit too much

Use template



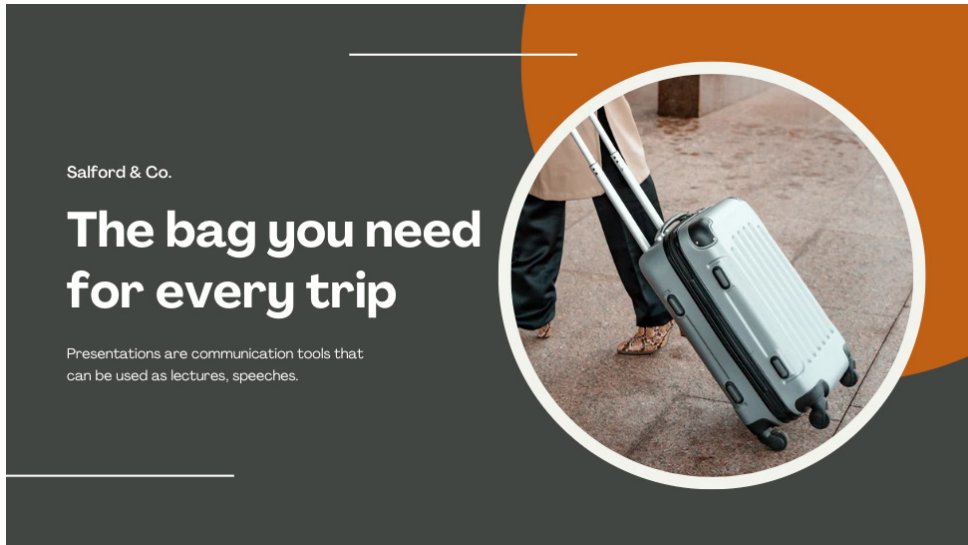
WebinarGeek's blanco theme

- + Do you rather want to start with a blanco template? We've created a blanco template that you can use to create your own personalized presentation!
- + Upload your logo, edit the colors, add your font, and write your story to create an awesome presentation.

Use template

Product demo

Showing your online or offline product helps the audience understand what value it brings them and how they can use it in their life. Let your audience experience your product live by example screen sharing or through a professional looking presentation.



Dark Green & Orange Travel Bag Store Presentation Template

- + Numbers work well on second slide
- + Contains best product features
- + Contains Customer Reviews

Use template

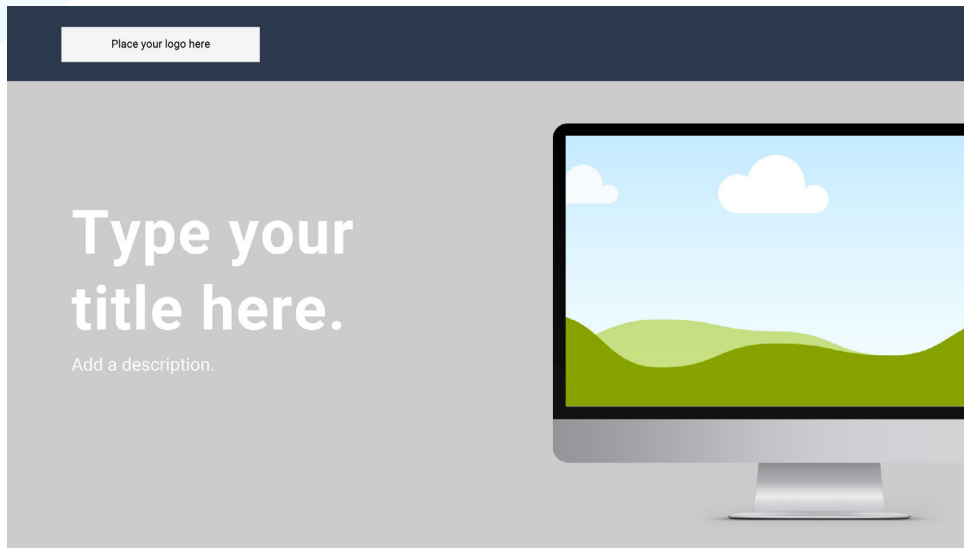


Black and White Dark Tech Lines Online Game Streaming Creative Presentation

- + Grey tones look nice
- + Step by step instructions make it very practical
- + Starts with a Market Scan

Use template

Product demo



WebinarGeek's blanco theme

- + Do you rather want to start with a blanco template? We've created a blanco template that you can use to create your own personalized presentation!
- + Upload your logo, edit the colors, add your font, and write your story to create an awesome presentation.

[Use template](#)

10 practical tips for successfully presenting a webinar

Presenting a webinar

The content of any presentation is the essential part of its success. Everybody knows that, right?

Sure, content is the main part of your story, but the way you present your story is equally important! Just think about that one uncle in family meetings that always has a joke ready, but never quite nails the punchline. Usually he's the only one laughing. It doesn't necessarily make his jokes terrible, but he might simply be bad at telling them.

It's a good analogy for a webinar presentation. A webinar is both storytelling and visual content, which makes it comparable to a performance. Imagine you're on a stage, you have to earn the attention of your audience. Your goal is to draw them into your story.

For most people, presenting is a completely new (and scary) concept. Using a webcam or camera means getting feedback from your audience. And your first moments will probably be awkward, so it might be a good idea to practice a bit at first.

Delivering your message as well as possible and making sure your message sticks won't be easy. The practical tips in this article will help you make your first webinar presentation a success!

Tip 1. Stand up while presenting

Most people who host webinars will do this while sitting. When you're physically presenting in front of a group, you don't choose to sit down. It won't hurt to extend this philosophy into the world of webinars. When you're standing up, it becomes much easier to breathe, allowing you to tell your story with more enthusiasm and power. Your persuasiveness increases and the effectiveness of the presentation as a whole improves.

Tip 2. The right timing

During a presentation, timing is key. It allows you to get your message across in the right way. An important part of timing is using pauses. Give viewers the opportunity to understand what you're saying and allow them to process the information.

Tip 3. Pace

Slow down, cowboy. But don't speedrun it either. Finding the right pace in your presentation becomes easier after you practice your talk a few times. Preferably out loud. A few minutes into the webinar, ask attendees to give you some feedback about your pace. "Am I going too fast, or too slow?" The audience will help you figure it out

Tip 4. Tone

Play around with your tone of voice. It's important to be able to listen to someone for a longer period of time. Utilize the nuances of your voice and emphasize the most important aspects. This allows the audience to remember key aspects of the presentation better. By knowing which elements of public speaking you excel at, you can start using your tone of voice to your advantage!

Please note: when you choose to read parts of your presentation from a piece of paper, make sure you watch your tone throughout. Viewers will notice quickly when you're reading stuff from your notes. It will distract them.

Tip 5. Humor

Use humor appropriately during your presentation. Don't try to be a comedian and crack jokes. Instead, try to implement some self-depreciation to win the audience over. This will make people feel like you're 'one of them'. They will be able to identify themselves with you a lot better this way.

Tip 6. The power of repetition

Repeat the key takeaways that shaped the core message of your presentation and make sure to use them more than once in your story. It's actually not too difficult to implement this. Every few slides, you can give people a short summary of the things you talked about.

Tip 7. Be passionate

One of the most important factors of a successful webinar is interacting with the attendees. The best way to do this is by showing them you're passionate about the subject. Be enthusiastic and present the topic with joy. It allows attendees to respond more and feel connected to the subject matter faster.

Tip 8. Smile and look into the camera

Smiling and looking into the camera radiates confidence and relaxation. Attendees will notice this. Whenever you're relaxed and keep looking into the camera, the attendees will feel like they're in the same room with you, having a 1-on-1 conversation. It changes the whole experience. They will experience your story in a more personal way and feel like your message is directed to them personally.

Tip 9. Body language

On average, about 75% of communication is nonverbal. This means your tone of voice and your body language are key to get your message across in the best possible way. Here's what you do. Make sure to change your position regularly. And use those hands every once in a while! Avoid 'lazy' or 'closed' body language, such as crossing your arms, or putting your hands behind your back or in your pockets. Make use of open body language and be confident!

Tip 10. Use storytelling

Stories help us stay focused and remember things more easily. When you use storytelling in your webinar, participants will remember parts of the presentation more easily after it's finished. So when you start your presentation, start it with a story.

Presenting your webinar!

Did these tips help you? Are you pumped up to get started? With the knowledge you gained from these tips, presenting a successful webinar will be easier. Are you implementing our advice in your first webinar? Good luck! Enjoy the moment, and blow your audience away with an awesome presentation.

This is your moment, you're in the spotlight now. Everyone's attention is directed towards you. You have a platform to actually reach your audience now. Make sure you remain focused and tell your story with enthusiasm. You'll probably be nervous, and that's completely normal. Just try to enjoy the moment and gain some experience. That's just as important as not making any mistakes.

11 New inspiring topics for your **next** webinar

Coming up with new webinar subjects can be quite hard. Hosting the same webinar over and over again gets boring, and stepping out of your comfort zone might make you unsure.

In this blog you will learn how to get inspired once more to create new webinars. You get hands-on tips and will be inspired in no-time!

When we come up with new content, we always first pick the purpose of a webinar. Probably your webinars can already get categorized in a category. The best way to make new webinars is to get out of the comfort zone and choose a whole new category for your next webinar.

- These are the different categories of webinars:
- Marketing webinars
- Sales webinars
- Educational webinars
- Internal or external communication webinars
- Marketing webinars

Become an expert in your own field

Webinars are a great tool to show the world that you are an expert in your own field. You can do that easily by picking a subject that interests your target audience and is not directly connected to your product or service.

Think about the questions, challenges and problems that your target audience is facing daily and think about how your product or service

can help them overcome these problems.

WebinarGeek often hosts webinars about how you can host webinars in a very broad way. For example:

- [This is how to get more viewers for your Webinar](#)
- [This is how you present a Webinar!](#)
- [The different possibilities to follow up your leads \(dutch\)](#)

Host a webinar together with a partner or friend. Do you share common ground with another company? Or can your service or product be of any value for a group of customers from that company?

Why not combine your strengths and host a webinar together. With the co-presenting feature from WebinarGeek it is super easy. You and your partner don't even have to be in the same location to still benefit from 'being together as one'.

Make sure that you pick a subject that suits you both and discuss which info you're going to share with each other. It can be very refreshing to talk to a new audience and it might open doors to a new group of potential customers.

Even if you do not have a befriended company to host webinars with, you can still host webinars with someone. Ask some colleagues (maybe from different departments) to host a webinar together, so that you can shine a light together on a subject that is interesting for your audience.

These three webinars might give you even more inspiration:

- [How to create the ultimate marketing webinar funnel](#)
- [A 7-step guide to repurposing and promoting your webinar content](#)
- [WebinarGeek en Valo Media: Hoe maak je van een offline event een online event? \(dutch\)](#)

Tell people the story of your company

Marketing is all about telling people why your company exists and why you do what you do. Yes, this is all inspired by [the golden circle from Simon Sinek](#). And why (pun intended) not host a webinar about your story. Why did you start your business and why is your company different from the competition?

Sales webinars en Scalable Product demo's

It might be an open door for a lot of people, but hosting a product demo via a webinar is the most effective and efficient way to show your product or service to the world.

Where you normally would invite people to your office, you can now show your product or service to 4000 potential customers. That amount will probably not fit your office, right?

Have a look at [one of our product demos](#) to get inspired on how to host product demos like a boss.

Organize a contest and host the award ceremony online. People love competition and they love to win even more. Organize a contest and use webinars to explain how the competition works, encourage them and host a big award ceremony.

A great way to get out of your comfort zone and use webinars for yet another purpose.

Educational webinars

Train your customers how to use your product. Very much in line with the marketing webinars, are the educational ones. You explain how your product or service works and train people on how to use it. During a webinar you can test their knowledge with a quiz. You review the results after the webinar has ended. Train customers how to use extra services, that they probably use with your service or product.

Another great thing to use webinars for is cross- or up-selling. It can be an upgrade of your product or service. Promote a certain product that increases the quality of how they use your product or service.

For example: WebinarGeek hosts webinars where we show webcam, microphones or studio's that can upgrade your webinar quality. A great example of telling people how they can get better in using your product or service!

Train your colleagues

If you work at a bigger company, then it might be hard to find a spot in everyone's agenda for a meeting. Some meetings take place months after the initial idea, because not everyone on the team or company has time. In the worst case, it ends up with someone sacrificing their lunch time.

With webinars these problems belong to the past. All the webinars that you host are automatically recorded and are available for as long as you have an active WebinarGeek subscription.

So what if someone can't join the webinar? No problem, they simply watch the replay.

Host a live Q&A session with your customers

Is your customer support overwhelmed with hundreds of questions? Are most of the questions more or less the same? Time to give your customers a moment to ask all the questions they have.

Answer the questions during the live webinar and let customers train other customers. WebinarGeek often invites customers to a live Q&A with the Geeks. You can watch one of these sessions [here](#).

Internal and external communication webinars

Share a product update or company update

Do you want to inform a large group of customers or colleagues about a big company update? Or maybe an update about your (new) service, product or feature? It's a webinar that you are looking for!

Invite your current customers or colleagues to your webinar without any effort and host your webinar live, so that everyone gets the fresh update right away.

WebinarGeek hosts a product update webinar every month to update all the new customers (and potential customers). This way, it is super visible that the company and the product are growing rapidly. Curious what that looks like? [Watch our product update from July '21](#)

Organize an exclusive webinar for a small group of customers
Exclusivity is a powerful method to influence the amount of people

that will subscribe to your webinar. The people who subscribe to such a webinar are probably the ambassadors who really feel connected to your brand.

Host a webinar with a small, but valuable giveaway that people really want to get their hands on. Send an email or message to a segmented group of people and tell them there are not many places for this webinar.

Bonus: create a pub quiz for your colleagues

During the pandemic, there weren't many ways to have fun from a distance. Online meetings didn't include small talk anymore and were quite to the point. People were busy getting used to the combination of private- and work-life in one place and how to get together with friends and family.

Online pub quizzes were born and people had a lot of fun (and drinks) behind their laptop. And this is something that will not disappear from our lives anymore. Just like webinars, online pub quizzes are here to stay - with friends from afar or with colleagues spread over a whole country. It is a way to include everyone and let's not forget: it's a lot of fun as well.

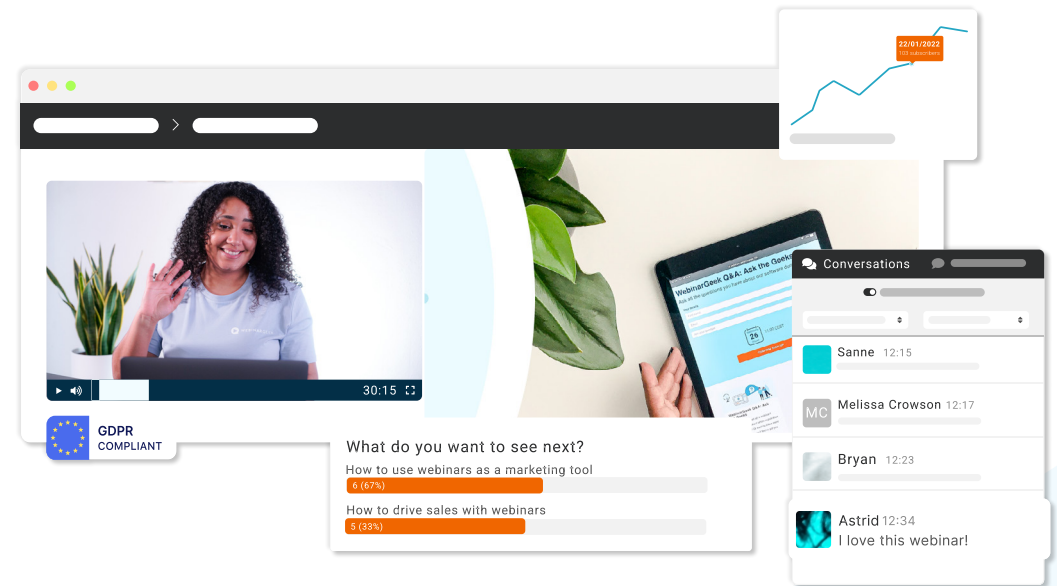
In December 2020 WebinarGeek organized a free online pub quiz for everyone. Have a look at how we did that [in this article](#). Hopefully this article inspired you to create more and different webinars than you are used to. Get out there and let's webinar!

Start your free trial

WebinarGeek is the best webinar platform out there. Not just because of the software, also thanks to the support. We care about our customers. That's why everyone can use our live chat. The live chat has a response time of under three minutes and a rating of **4.9/5** from our customers.

Keep in mind. With webinars, you collect data that needs to be kept safe. WebinarGeek is the only GDPR compliant webinar software provider.

It's easy to host webinars with WebinarGeek. The software is intuitive to use, and it is browser-based. No software download is needed. Thanks to the easy-to-use interface, you can set up your webinar in just a few clicks.



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14 days free. All premium features. No strings attached.

Start free trial

Colophon

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