



Webinars

2019

Introduction

Content is becoming more visual and interactive with a target group. Marketers understand that video content is one of the most effective means of communication.

A webinar is a live broadcast that can be followed by participants online via their own computer, tablet or smartphone. Webinars also offer the possibility to interactively involve participants during the session.

Goal of a Webinar

A webinar can be used for various purposes. Here is a summary of the most common goals:

- Reach potential customers and develop relationships
- Inform employees of different locations
- Inform members or participants (for example, in the case of for trade associations, pension funds and member organizations)
- Give a demonstration to a large audience

Benefits of a Webinar

- Approachable
- Low-cost
- Interactive
- No travel required

Professional Studio

An important element of a high-quality webinar is the studio from which it is broadcast. RIFF has its own webinar studio from which you can broadcast webinars and online talk shows through a high-quality livestream.

The message you want to convey is often supported by a presentation. Interaction is possible via:

- Question form
- Chat box
- Poll

Professional Webinar

(Cost: €1,395)

With the professional webinar offering, RIFF provides a studio setup tailored to your needs. Three cameras are installed as standard. This setup is ideal for a webinar featuring a presenter and an expert.

The professional webinar consists of three camera positions and an extra channel for a PowerPoint or demo. These four channels are switched live so that a dynamic broadcast occurs like on a talk show.

What Is Included?

- Landing page on WebinarTV.nl, including a registration form
- Use of the studio facility of RIFF in Amsterdam for two hours (one hour of preparation, one hour of the live webinar)
- Moderator / presenter of RIFF
- Preparation with the technician and moderator / presenter for one hour
- Live switching by a video technician between the various images / cameras
- Possibility to give a demo, for example, on our Surface Pro
- Broadcast page with livestream, questionnaire, chat box, additional text and / or speaker information
- Sending of two email reminders to the subscribers
- Use of interactive options on the broadcast page:
 - Question form (or)
 - Chat box
- Raw recording is subsequently supplied for use in your own channels
- Placement as on-demand webinar on WebinarTV.nl, if desired



Joan Muyskenweg 22
1096 CJ Amsterdam
The Netherlands

T +31 88 345 0300
info@riffonline.com
riffonline.com



WebinarTV.nl

Broadcasts will take place on the specially designed website: www.webinartv.nl. WebinarTV.nl is part of RIFF and is used as the video platform. On WebinarTV.nl, you can find information about organizing a webinar, including tips and tricks. In addition, WebinarTV.nl is also used to broadcast webinars with special pages. Here, the live video from the studio comes together with the interactive options that a webinar offers. Consider, for example, a question module, chat module and poll module.

Options

In addition to the various webinar variants, RIFF offers several options:

Option	Price
Logo on the desk: Your logo can be attached to the desk by the magnet structure, making it your studio	€75
Poll: The view or the level of knowledge of the viewer can be gauged	€45
Additional cameras: When there are multiple speakers, additional cameras can be added so each speaker gets their own camera	€95
Finishing recordings: Based on two hours and including one revision	€250
Evaluation survey: Includes sending an invitation email and setting up a survey to measure the opinion or knowledge of the viewer after a broadcast	€250
Skype interview: If you have a speaker at another location or even another country, a live Skype connection allows you to involve this speaker in your live webinar	€95
Telephone help desk: Telephone accessibility for technical questions	€95
Moderation questions: Adjustment in the setup to make it possible to moderate viewer questions (by your organization) in another room; the selected questions and / or answers can be forwarded to the live broadcast	€95
Additional technician: When specific needs require an extra technician involved in the broadcast	€115
Extra preparation: Recommended when more than one speaker comes without experience (one hour of preparation added)	€95
Greenscreen: Add the possibilities of a green screen to a live webinar, making a personal background possible	€145
Your own website: Your own subsite on webinarTV.nl is created using your own corporate identity and logo. Only your webinars will show at this site. This option is free of charge when you register for at least three webinars.	€95

Need more information?

You can always contact us.

RIFF Content Marketing

Joan Muyskenweg 22

1096 CJ Amsterdam

Tel: +31 88 345 0300

contentmarketing@riffonline.com

Tijmen Duijzer

Mob: +31 (0)6 519 71 368

tijmen.duijzer@riffonline.com



Joan Muyskenweg 22
1096 CJ Amsterdam
The Netherlands



T +31 88 345 0300
info@riffonline.com
riffonline.com

