

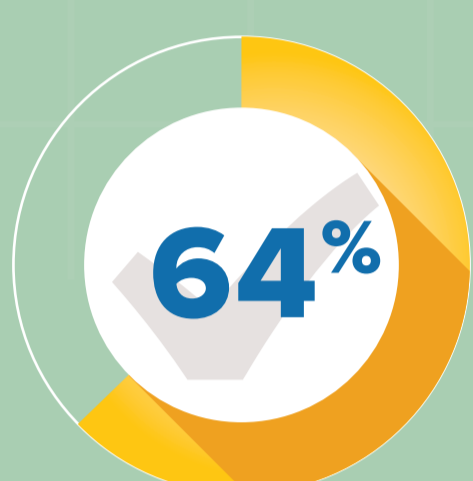
HOW DO YOU FIX THE FOUR RECURRING PROBLEMS WITH THE TRADITIONAL WEBINAR?

# FLIP IT!



It's true that the traditional webinar needs a makeover.

A recent study from Pardot shows that only 16% of B2B buyers prefer live webinars.



Also, 64% of webinar registrants do not attend the live event, according to a study by Adobe.

While the familiarity of traditional webinars can make production less stressful, **there are four recurring issues that are causing the drop in attendance.**



## Lack of Personality:

Flipped webinars can incorporate video into the presentation, allowing attendees to put a face to the voice, while also providing presenters more tools to work with during their sessions.

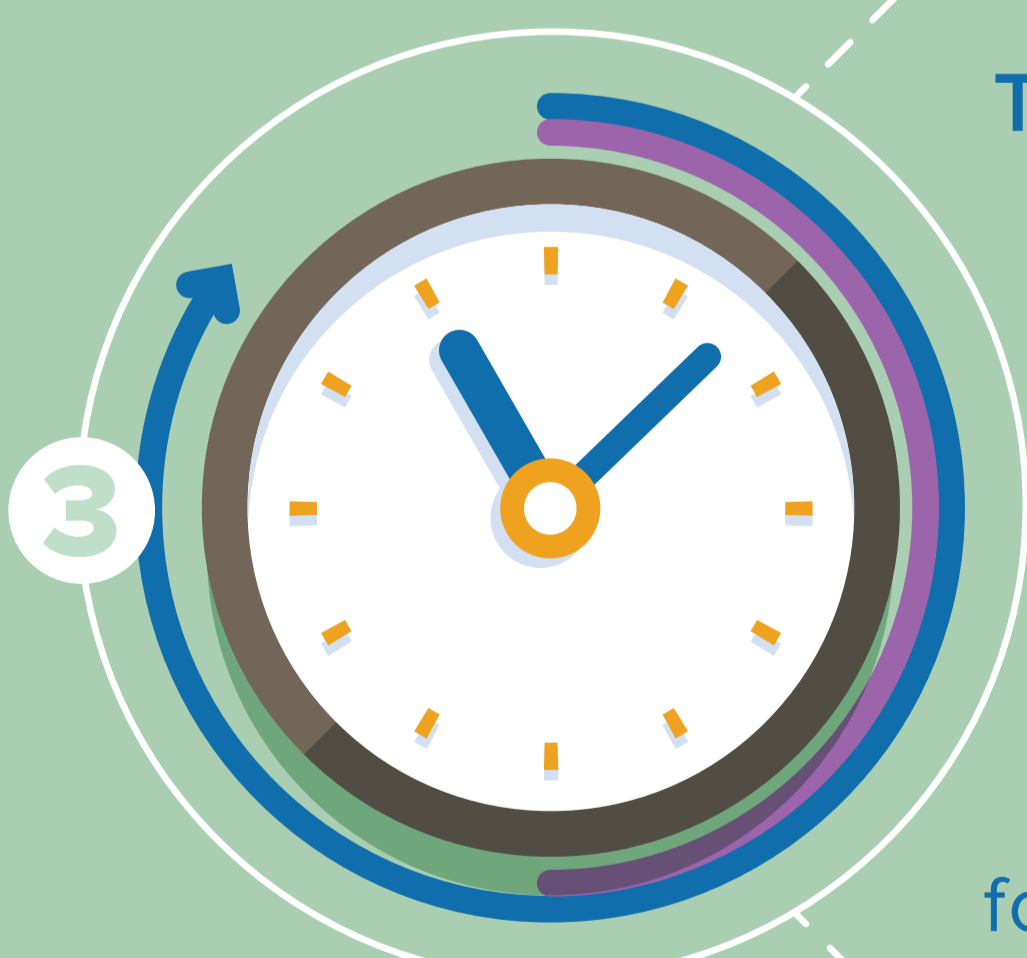
## The Scheduling Issue:

Flipped webinars provide the content upon registration, allowing attendees to view at their own leisure. While the traditional webinar is scheduled three weeks out, the flipped webinar is immediate.



## The Length Problem:

Flipped webinars keeps the content concise and to the point, while also leaving a portion of time for attendees to discuss the topic on a later date. The length of a flipped webinar is 20-30 minutes, versus 50 minutes for a traditional webinar.



## Lack Of Engagement:

Flipped webinars allows presenters to use the entirety of a live event to answer questions and have a proactive discussion with attendees, increasing the overall value of the event.

