

How to effectively run webinars with little time & high expectations?

(Includes resources 🛠️)



Yannig Roth
Head of Marketing,
Didomi

New team!



New offices...



Marketing Technology Landscape

The Martech 5000

Total Solutions 8,000

Advertising & Promotion 922

Content & Experience 1,936

Social & Relationships 1,969

Commerce & Sales 1,314

Data 1,258

Management 601

Access all the data of this landscape & more at martech5000.com

2019

7,040 solutions

2018

6,829 solutions

2017

5,381 solutions

2016

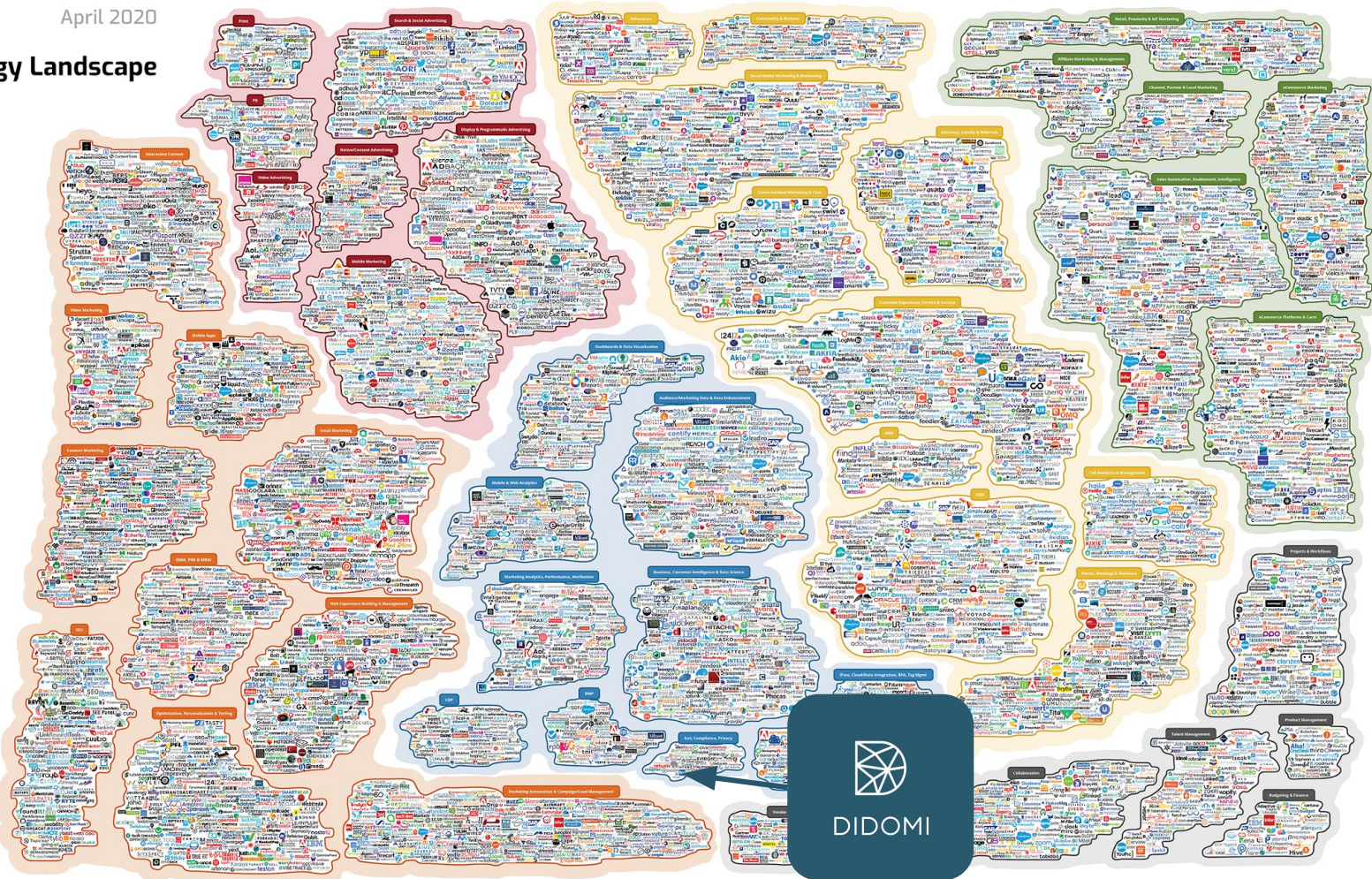
3,876 solutions

2015

1,876 solutions

2014

947 solutions



DIDOMI

WHAT WE DO...

Consent Management Platform



Website

Configure a consent notice for a desktop or mobile website



AMP Website

Configure a consent notice for a website using the AMP framework



Mobile App

Configure a consent notice for a native mobile app on iOS or Android



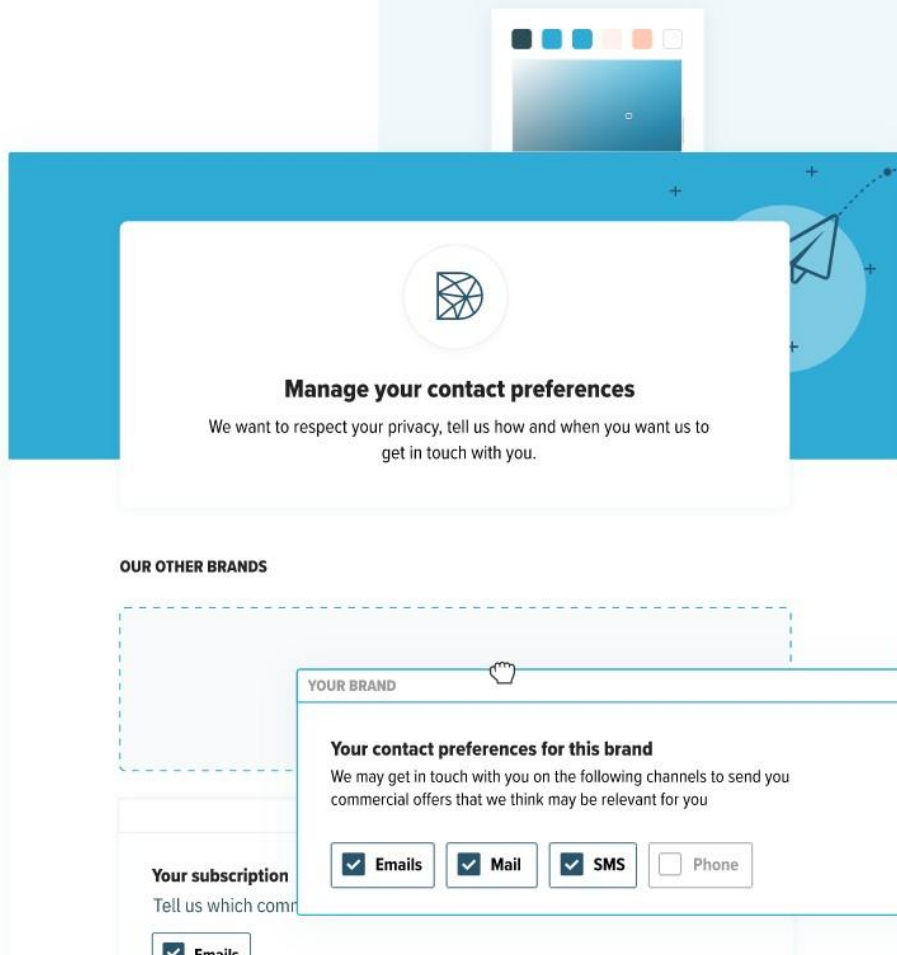
TOP BOTTOM

Sticky Banner

Consent notice displayed as a sticky banner. The user can access the page content before giving consent.

WHAT WE DO...

Preference Center



Lagardère

TEAMEDIA

Newsweek

Doctolib



aufeminin

Adevinta

ELMUNDO



Rakuten

RTL

people
doc
BY ULTIMATE SOFTWARE

L'ÉQUIPE



HILTI

20
minutes



LET'S GO!

B2B buying journey

Illustrative



**Problem
identification**

**Solution
exploration**

**Requirements
building**

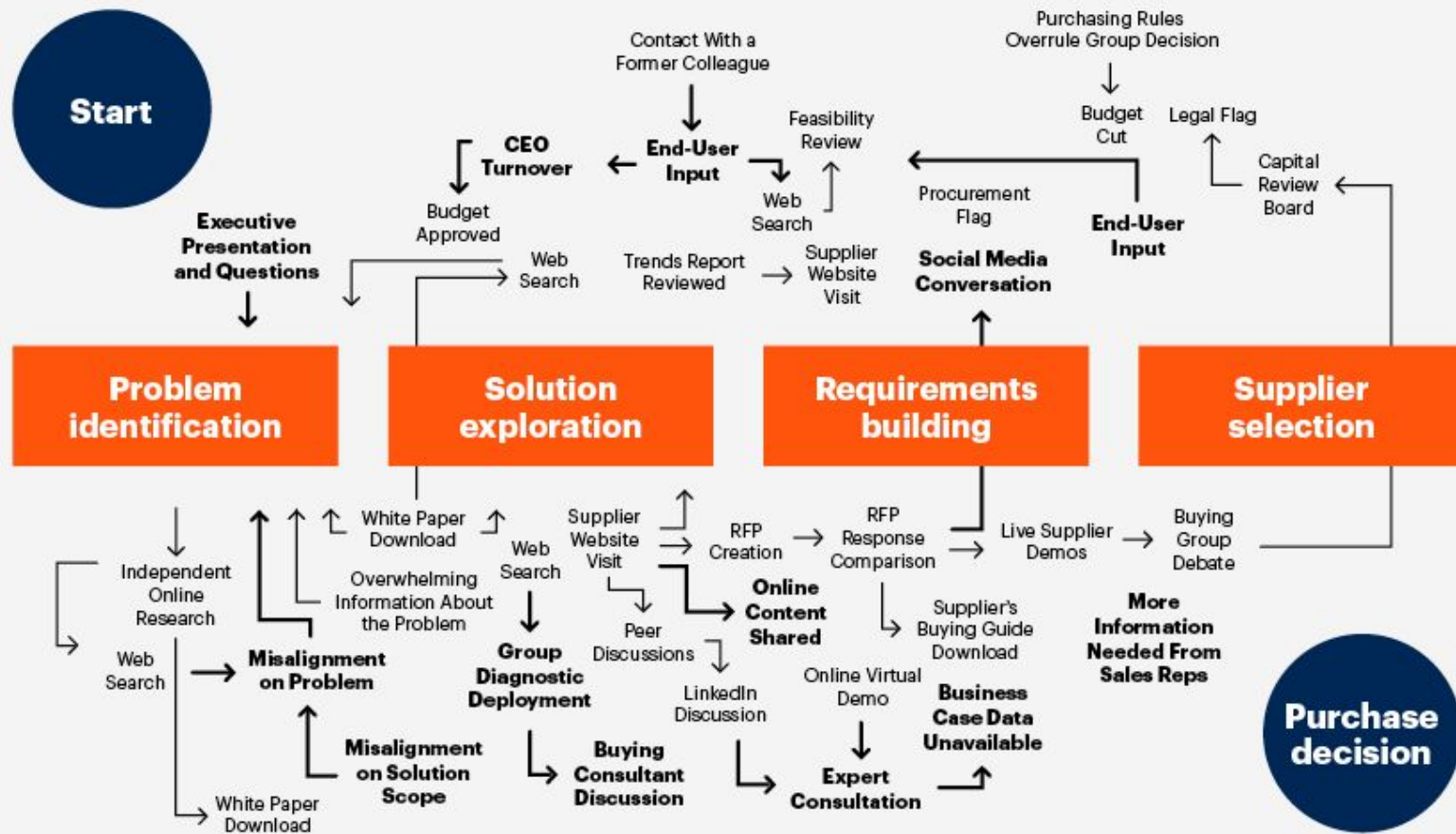
**Supplier
selection**

**Purchase
decision**

Source: The New B2B Buying Journey - B2B buying has changed, and your sales strategy must, too (2019), [Gartner.com](https://www.gartner.com)

B2B buying journey

Illustrative



WEBINARS...

WEBINARS HAVE ALWAYS BEEN A POPULAR B2B MARKETING TOOL

73%

OF B2B MARKETERS

(including myself !) say that webinars are the best way to generate high-quality leads

76%

OF B2B BUYERS

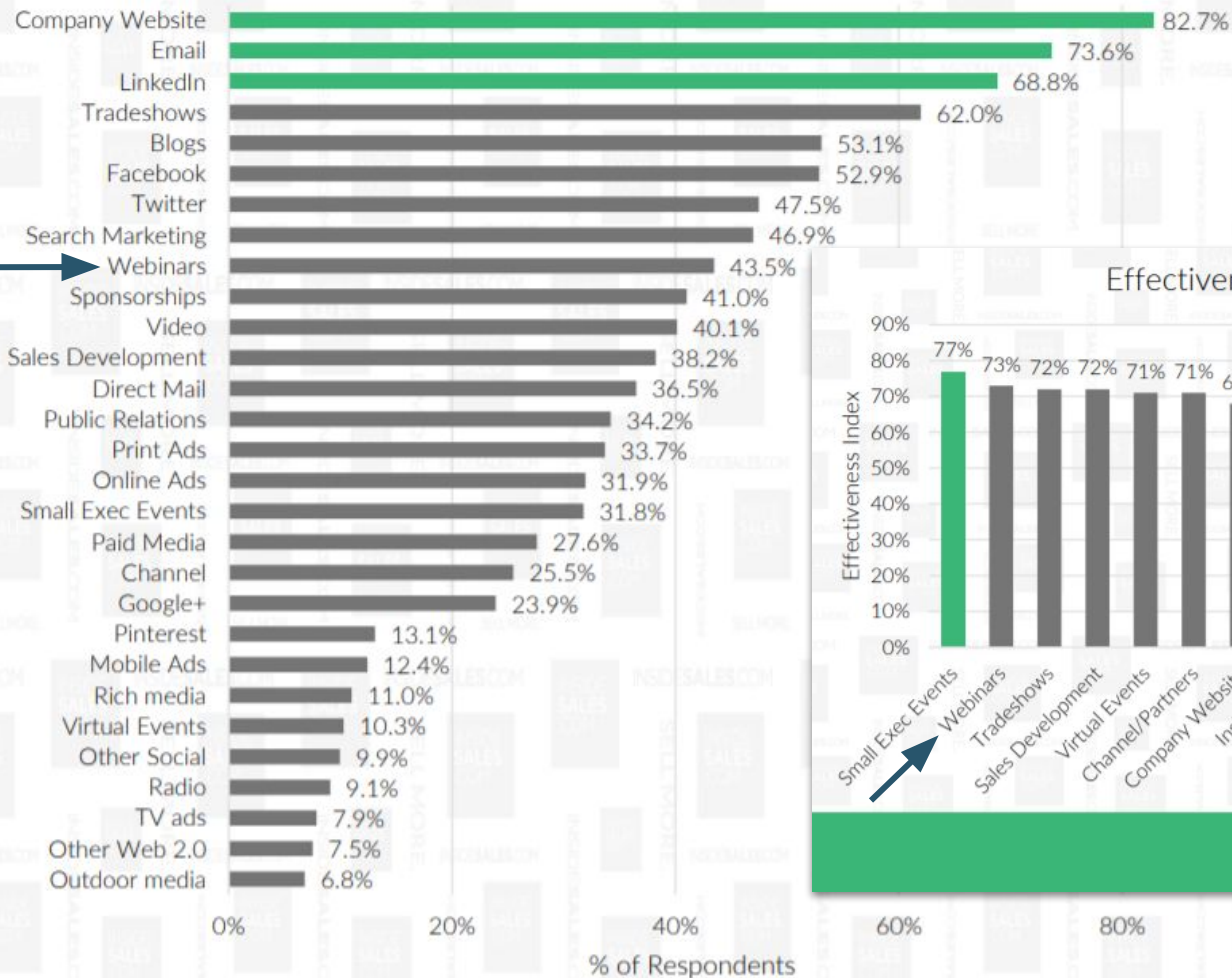
(including myself !) have used webinars in the past 12 months to make a purchase decision

61%

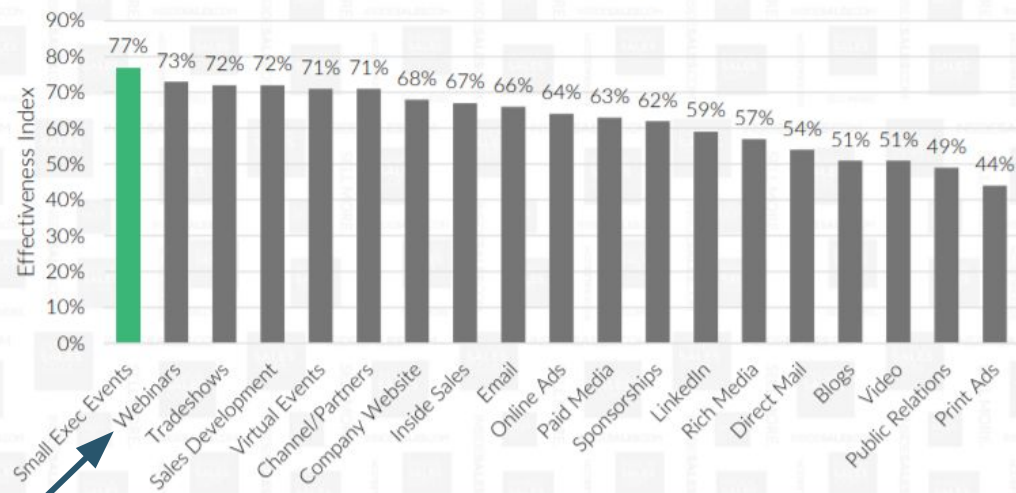
OF MARKETERS

(including myself !) use webinars as a tactic for their content marketing strategy

Adoption Rates of Lead Gen Methods

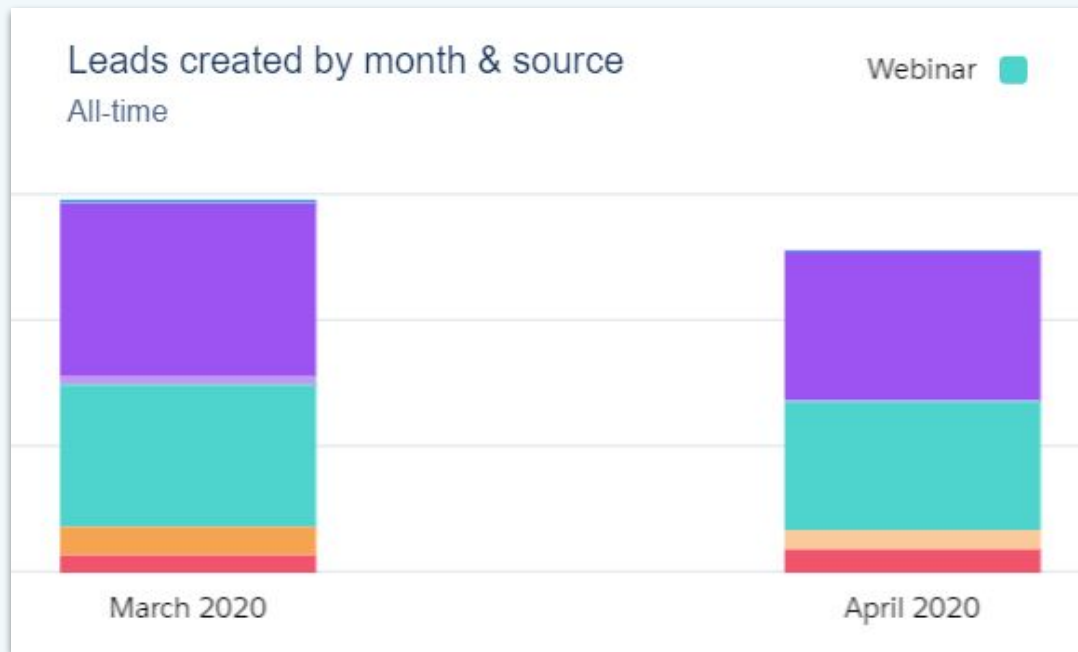


Effectiveness at Generating Leads



INSIDESALES.COM

WEBINARS ARE HEAVILY FEEDING DIDOMI'S PIPELINE



USE CASES IN MARKETING

MARKETING LIFECYCLE

- Lead generation & nurturing
- Product demos
- Client onboarding
- Product updates
- Upsell

OTHERS

- Onboard your employees & agencies
- Corporate news & announcements
- Anything else...



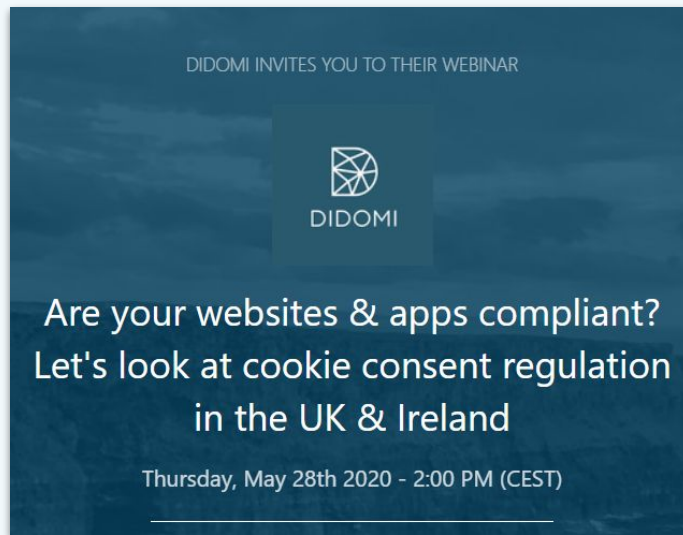
USE CASES IN MARKETING

MARKETING LIFECYCLE

- **Lead generation & nurturing** 🖱️
- Product demos
- Client onboarding
- Product updates
- Upsell

OTHER

- Onboard your employees & agencies
- Corporate news & announcements
- Anything else...



USE CASES IN MARKETING

MARKETING LIFECYCLE

- Lead generation & nurturing
- Product demos
- Client onboarding
- **Product updates** 🖱️
- Upsell

OTHER

- Onboard your employees & agencies
- Corporate news & announcements
- Anything else...

Transparency and Consent Framework Version 2 (TCFv2.0)

Didomi explains it all



Jawad Stouli
Co-founder & CTO,
Didomi

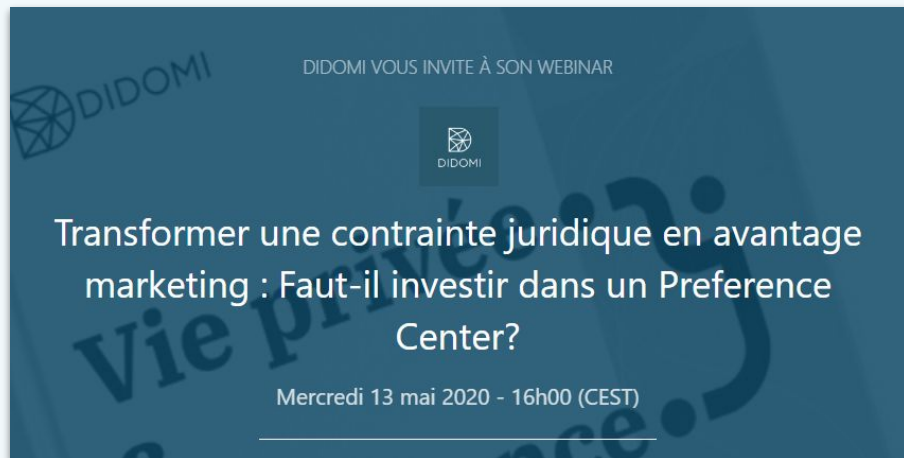
USE CASES IN MARKETING

MARKETING LIFECYCLE

- Lead generation & nurturing
- Product demos
- Client onboarding
- Product updates
- **Upsell** 🖱️

OTHER

- Onboard your employees & agencies
- Corporate news & announcements
- Anything else...




USE CASES IN MARKETING

MARKETING LIFECYCLE

- Lead generation & nurturing
- Product demos
- Client onboarding
- Product updates
- Upsell

OTHER

- Onboard your employees & agencies
- **Corporate news & announcements** 📌
- Anything else...



Presented by **Max Pepe**
VP Marketing
@Ogury

Hosted by **Luke Geoghegan**
Global Content Manager
@Ogury

Jul 16, 2019

**[Webinar] 3 Conclusions From 287,000
Opinions on Mobile Marketing**

Webinar

USE CASES IN MARKETING

MARKETING LIFECYCLE

- Lead generation & nurturing
- Product demos
- Client onboarding
- Product updates
- Upsell

OTHER

- Onboard your employees & agencies
- Corporate news & announcements
- **Anything else...** 🙌



WEBINAR TECH STACK



iJustine ✓
@ijustine

My zoom call set up

8:53 PM · May 2, 2020 · [Twitter for iPhone](#)

560 Retweets 16K Likes



badkid @sergekills · May 2

Replying to [@ijustine](#)

But... WHERE'S THE PRO DISPLAY, JUSTINE????!?!?!????? 🤖

1



16



iJustine ✓ @ijustine · May 2

Haha well this was my gaming set-up for capturing gameplay on my iMac. All my systems + PC are hooked up to the [@Razer](#) Monitor. Pro Displays are on the Mac Pro I edit on!

4



56



1 more reply



marc @marcfromohio · May 2

Replying to [@ijustine](#)

would you mind telling me where you picked up that center monitor?

1



11







Jabra Evolve 30 II Jack Duo (40€)



Blue Yeti Pro Studio (200€)





Enter your question

Submit

PubMatic CCPA Community Site

IAB CCPA Page

IAB CCPA Framework

WHAT IS A CMP? WHAT DO THEY DO?

- Consent Management Platform: Collect, store, and share consents
- How to deploy a CMP
 - Websites
 - Apps
- Common pitfalls
 - UI and messaging
 - Integrations with vendors



Marina Gu

Senior Director, Customer Enablement
PubMatic



Thomas Chow

General Counsel
PubMatic



Ashwanth Vemulapalli

Senior Product Manager
PubMatic



Jawad Stouli

Chief Technology Officer
Didomi

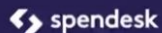




Ask-Us-Anything: Spendesk Growth Team

TERMINÉ

Mercredi 29 avril 2020 - 13h00 (CEST)



Growth.team

The **iron arm** of the business team



Propulsé par livestorm

Chat

Questions

Sondages



Nadja 13:49

La meilleure image ce sont les palmiers derrière Maxence !!!!



Lamine 13:49

Merci pour avoir répondu aux questions les gars!



Lionel 13:49



Nadja 13:49

trop jalouseee



Julien 13:49

merci l'équipe



Ugo 13:49

Merci !!



Gauthier 13:49

Top merci !



Josselin 13:49

Merci !



Mathieu 13:49

Merci 😊



Yanis 13:49

merci 😊



Julien 09:46

yo, c'est bien Contentful pas content fuel ? ^^

Entrez votre message...



Appuyez sur entrée pour envoyer votre message

How to avoid #Zoombombing
(like this) ?

What
I wish I
knew...

“Zoombombing, Zoom-bombing or Zoom raiding is the unwanted intrusion into a video conference call by an individual, causing disruption. The term became popularized in 2020, after the COVID-19 pandemic forced many people to stay at home and videoconferencing was used on a large scale by businesses, schools, and social groups.”

<https://en.wikipedia.org/wiki/Zoombombing>

CHOOSING A WEBINAR PLATFORM

Fundamental

Live brand-safety

Data compliance features

Customizable email designs & workflows

Modern user-interface

Complete analytics

Branded registration & replay pages

Interactivity with audience (chat, polls, CTA...)

CRM-integrations

Inviting external speakers



Nice-to-have

Meeting functionalities

Password protection

Payment for registrations

Transcriptions

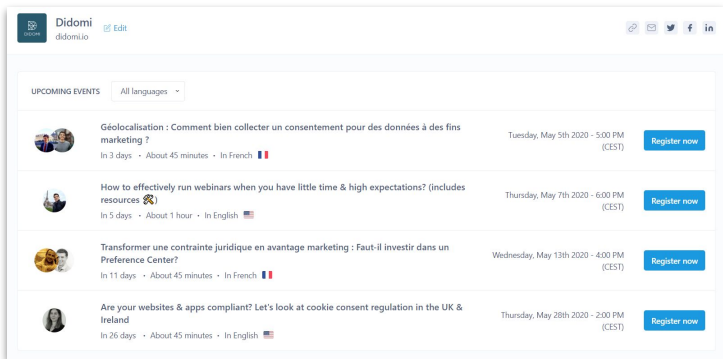
Multi-webinar, single sign-on registration

How-to resources

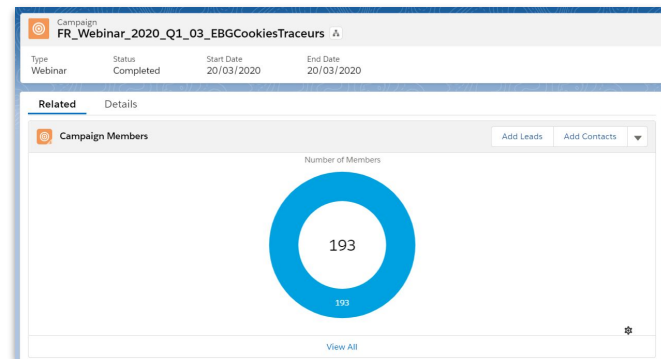
Automated broadcasting

Social media integrations

Live file-sharing



 **livestorm**



 **salesforce**

 **zapier**

IMPORTANT: INFORM USERS OF DATA USAGE & GET THEIR CONSENT

CONSENT

May 25th 2018

Transposed on December 12th 2018 in the “Loi Informatique et Libertés” law

Definition of consent according to GDPR

“Any freely given, specific, informed and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her.”

ARTICLE 4

CONSENT

2002

Transposed in article 82 of the “*Informatique et Libertés*” law

E-privacy consent requirement

“Access or registration [of information already stored in his device] can only happen under the condition that [the user] has expressed - after receiving this information - his consent which may result from appropriate parameters of his device. connection or any other device under its control.”

IMPORTANT: INFORM USERS OF DATA USAGE & GET THEIR CONSENT

Consents are checkboxes that registrants must check to provide consent during registration. For instance, this can allow you to collect consent on your privacy policy.



☒ I agree to [Livestorm's Terms of Service](#) and the use of personal data as explained in [Livestorm's Privacy Policy](#). *

*“The Participant is informed and expressly agrees to this personal data being shared with [...] **the Client** of LIVESTORM [as] data controller, **LIVESTORM** [as] subcontractor, [and] APIHub, Inc. ("**Clearbit**") [which] allows LIVESTORM to enrich the profiles of Users with public data collected by the company APIHub, Inc.”*



☒ DIDOMI collects your data because you are already a customer or likely to become one [...] on the basis of our legitimate business development interest. To find out more about our use of personal data, or to exercise your rights including rectification or opposition, visit our [Privacy Center](#) or send an e-mail to dpo@didomi.io.

Which third parties may receive data?

- Service provider ⓘ

Google LLC (Gsuite), Zapier Inc., Salesforce Inc.,



PLANNING PROCESS

✓ Mark Complete



[LIVE WEBINAR TEMPLATE TO DUPLICATE] - Name (MONTH/YEAR)

Assignee



Unassigned

Due date



No due date

Projects

Calendar: Content 2020 TEMPLATES with process ▾

Description

Please make a copy of this template task for each new piece of content.

1. Click the ... in the top right of the task.
2. Choose Duplicate task from the menu.
3. Be sure to copy the subtasks.
4. Once copied, delete this explanatory text and fill in the everything below 📌

Title:

Topic:

Goal:

Stakeholders:

The webinar organization process takes place in 6 phases that are paramount to produce quality content with efficiency. Please follow them all. If needed, use your judgement to select only what is most important.

- **PLAN:** Organize the key tasks, dates and responsibilities to make the webinar a success
- **PROMOTE:** Push the webinar to the right audiences to get maximum impact. 10 days is absolute minimum
- **PREPARE:** Create the content with/for the speakers. Do this once the promotion is underway, and before the webinar
- **PRESENT:** 📢 **Smash it!** 📢
- **POST-PRODUCE:** A couple of important checks & follow-up tasks to execute post-webinar
- **PROMOTE AGAIN:** Very important to maximize impact and extend the webinar's shelf life

✓ [LIVE WEBINAR TEMPLATE TO DUPLICATE] - Name (MONTH/YEAR)



Subtasks

✓ PLAN - Fill in the details in the description so it's clear what the webinar is about & who is involved

✓ PLAN - Set the hour & due date as the best estimate of when webinar will be held

3

✓ PLAN - Fill-in as many tasks (below 📌) including assignees & due dates

✓ PLAN - Create Salesforce campaign for the webinar

5

✓ PLAN - Create Livestorm page & entire set-up for the webinar

3

✓ PLAN - Create a Promo plan for the webinar

5

✓ PLAN - Create/update cost-trackers (spreadsheets)

2

✓ PROMOTE - Create visuals & assets for promotion

1

✓ PROMOTE - 4 weeks before webinar date

6

✓ PROMOTE - 3 weeks before webinar date

6

✓ PROMOTE - 2 weeks before webinar date

6

✓ PROMOTE - 1 week before webinar date

6

✓ PROMOTE - Webinar week

6

✓ PREPARE - First draft of the webinar slides (assign to writer).

✓ PREPARE - Review the webinar slides (assign copies to all reviewers)

✓ PREPARE - Create designed slides, via agency or internal designer (if needed)

✓ PREPARE - Finalize 2-week follow-up tasks (assign to writer)

6 STEPS FOR A LIVE WEBINAR

PLAN:

Organize the key tasks, dates and responsibilities to make the webinar a success.


PROMOTE:

Push the webinar to the right audiences to get maximum impact. 10 days is absolute minimum.

PREPARE:

Create the content with/for the speakers. Do this once the promotion is underway, not after.

PRESENT:

 Smash it! 

POST-PRODUCE:

A couple of important checks & follow-up tasks to execute post-webinar.

PROMOTE AGAIN:

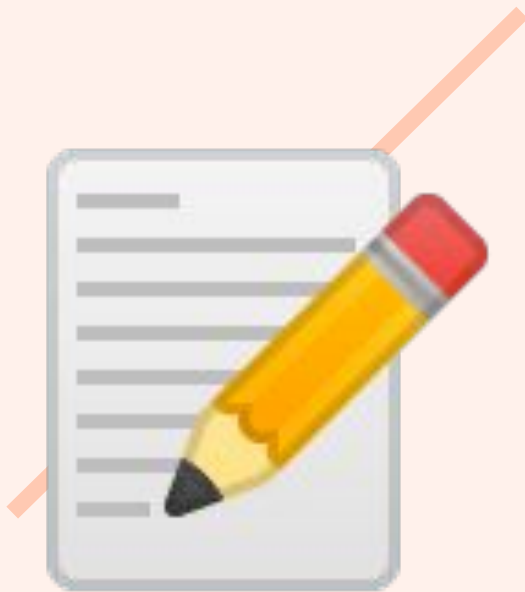
Very important to maximize impact and extend the webinar's shelf life.

6

(39 tasks)

1/6 - PLAN (Organize tasks & responsibilities)


- ✓ PLAN - Fill in the details in the description so it's clear what the webinar is about & who is involved
- ✓ PLAN - Set the hour & due date as the best estimate of when webinar will be held
- ✓ PLAN - Fill-in as many tasks (Asana) including assignees & due dates
- ✓ PLAN - Create Salesforce campaign for the webinar
- ✓ PLAN - Create Livestorm page & entire set-up for the webinar
- ✓ PLAN - Create a Promo plan for the webinar
- ✓ PLAN - Create/update cost-trackers (spreadsheets)



(7 tasks)

management

DIDOMI INVITES YOU TO THEIR WEBINAR

 DIDOMI

How to effectively run webinars when you have little time & high expectations? (includes resources 📎)

Thursday, May 7th 2020 - 6:00 PM (CEST)

0 21 27 41
DAYS HOURS MINUTES SECONDS

[Access webinar](#)

You're part of the team that created this webinar

Thursday, May 7th 2020 - 6:00 PM (CEST) ⌚ About 1 hour

ABOUT THIS WEBINAR

The current context is unique, and none of us really knows when it will end.

While exceptional work is being done on the ground by many (from doctors to nurses, delivery workers or garbage collectors) to keep our world in a sense of normality. Meanwhile, other people - like myself - have the luck to be able to work from home.

You probably have noticed the many webinars that are being organized. Aren't your mailboxes & social media feeds full of them? **It's true that webinars are a highly effective way to share valuable content, present your company's products & services, discuss with prospects and gather interesting leads along the way.**

But how to organize them?

Where to start? What tools to use?

How much time & money will it take & what can you expect?

The answers depend a lot on how much resources you have and what you want to get out of it. But it is not that hard, as long as you have some time, a computer 🖥️ and good internet! **I happen to have hands-on experience in planning & running webinars. I'd like to share some of it** - including templates to use for free (see below) - in this session.

Here are some areas that I propose you to address:



Didomi

Turn privacy into a competitive advantage



Get in compliance with GDPR and ePrivacy, without technical knowledge and in total independence.


[View all events](#)

SHARE THIS WEBINAR



<https://app.livestorm.co/pj15h>


[Copy permalink](#)

 DIDOMI

How to effectively run webinars when you have little time & high expectations? (includes resources 📎)

THURSDAY, MAY 7 2020 AT 6:00 PM (CEST)

Hi Yannig,
Thank you for registering for our webinar. You'll be able to connect using the button below. When the webinar begins, we'll send the link as a reminder.


 Yannig Roth
Head of Marketing

[Access webinar](#)

Don't forward this email, it contains your personal access link

ADD THE EVENT TO YOUR CALENDAR


[iCal](#) [Google calendar](#) [Outlook](#) [Y! Yahoo](#)

 DIDOMI

How to effectively run webinars when you have little time & high expectations? (includes resources 📎)


THURSDAY, MAY 7 2020 AT 6:00 PM (CEST)

Hi Yannig,
Our webinar "How to effectively run webinars when you have little time & high expectations? (includes resources 📎)" is about to start. Click on the button below to join the room.

 Yannig Roth
Head of Marketing

[Access webinar](#)


Don't forward this email, it contains your personal access link

 DIDOMI

How to effectively run webinars when you have little time & high expectations? (includes resources 📎)

THURSDAY, MAY 7 2020 AT 6:00 PM (CEST)

Hi Yannig,
Our webinar "How to effectively run webinars when you have little time & high expectations? (includes resources 📎)" is now over. We hope to see you in our next session!

 Yannig Roth
Head of Marketing

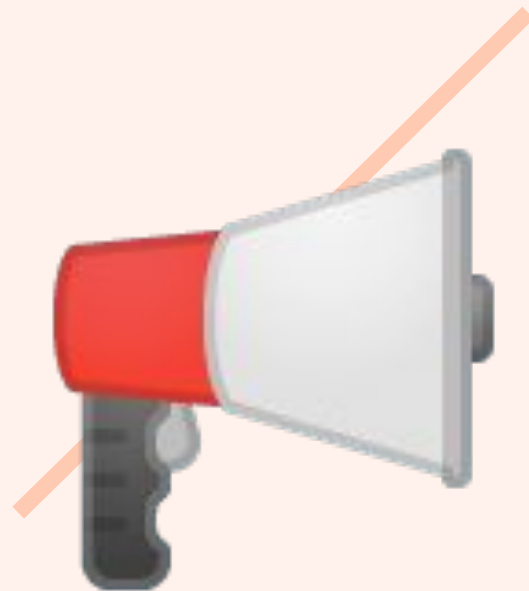
[Watch replay](#)

Don't forward this email, it contains your personal access link



2/6 - PROMOTE (Push to the right audiences)

- ✓ PROMOTE - Create visuals & assets for promotion
- ✓ PROMOTE - 4 weeks before webinar date
 - Promote on social media, organic
 - Launch paid promotion on social media
 - Include in client newsletter (if relevant)
 - Share internally (if relevant)
 - Include in email signature (if relevant)
 - Anything else ? Don't hesitate to add!!!
- ✓ PROMOTE - 3 weeks before webinar date (*idem*)
- ✓ PROMOTE - 2 weeks before webinar date (*idem*)
- ✓ PROMOTE - 1 week before webinar date (*idem*)
- ✓ PROMOTE - Webinar week (*idem*)



(6 tasks)



PRODUCT

PRICING

SOLUTIONS

LEARNING

LOG IN

SIGN UP

Location Services For Engaging App Experiences

Increase app engagement with privacy-first
location intelligence

Get Started



Facebook

facebook.com/yannig.roth/posts/10158152511988685

AppsGmailTranslateMarketingYannig's TasksDashboard WP-ad...BudgetDashboardsToolsAgencies / vendors

f

Rechercher sur Facebook

🏠

🚩

📺7

🏪

👤1

Yannig

+

💬

🔔

☰

Yannig Roth

le 24 avril à 19:57 · 🌐

Dès fois que ça vous intéresse, les amis, c'est moi qui présenterai (en 🇫🇷)

DIDOMI

DIDOMI INVITES YOU TO THEIR WEBINAR

How to effectively run webinars when you have little time & high expectations? (includes resources)

Thursday, May 7 at 6:00pm (CEST)

i

APP.LIVESTORM.CO

How to effectively run webinars when you have little time & high expectations? (includes resources 🦄) | Didomi

👍 Sam Benk'Te

👍 J'aime

💬 Commenter

➦ Partager

👤

Votre commentaire...

😊📷GIF🗑️

🪟

Type here to search

📁

📁

📁

🌐

🌐4

🌐

🎨

🗣️

?

⬆️

☁️

🔌

🔊

🔌

11:01

02/05/2020

38

Facebook

← → ↺ 🔒

Apps Gmail

🔍 Rechercher sur Facebook

Yannig Roth

COVID-19 - Centre d'information

Messenger

Événements

Marketplace

Vidéos

Pages

Collectes de fonds

Voir plus

Raccourcis

Didomi

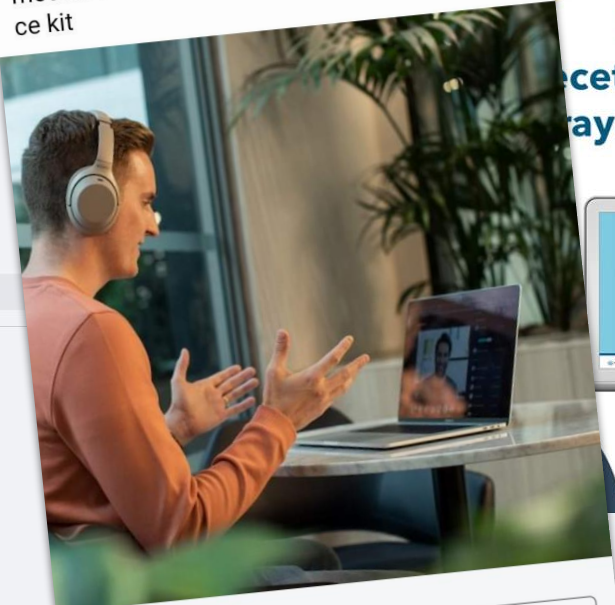
facebook

🏠 📺 3 🏠 🚩 🔔 ☰

HubSpot


Sponsorisée

Comment optimiser les performances de vos webinars ? Découvrez une check-list, un modèle de stratégie et un guide complet dans ce kit



Kit gratuit

La recette d'un webinar attrayant et performant



EN SAVOIR PLUS

OFFERS.HUBSPOT.FR

Check-list pour créer un

Confidentialité · Conditions générales · Publicité · Choix publicitaires · Cookies · Plus · Facebook © 2020

board WP-ad... Budget Dashboards Tools Agencies / vendors

🚩 📺 7 🏠 🧑 1


Comment créer des webinars alliant qualité et performances.

En savoir plus

Commenter Partager

Yannig

Sponsorisé



Profitez d'une opportunité croustillante
fr.lita.co

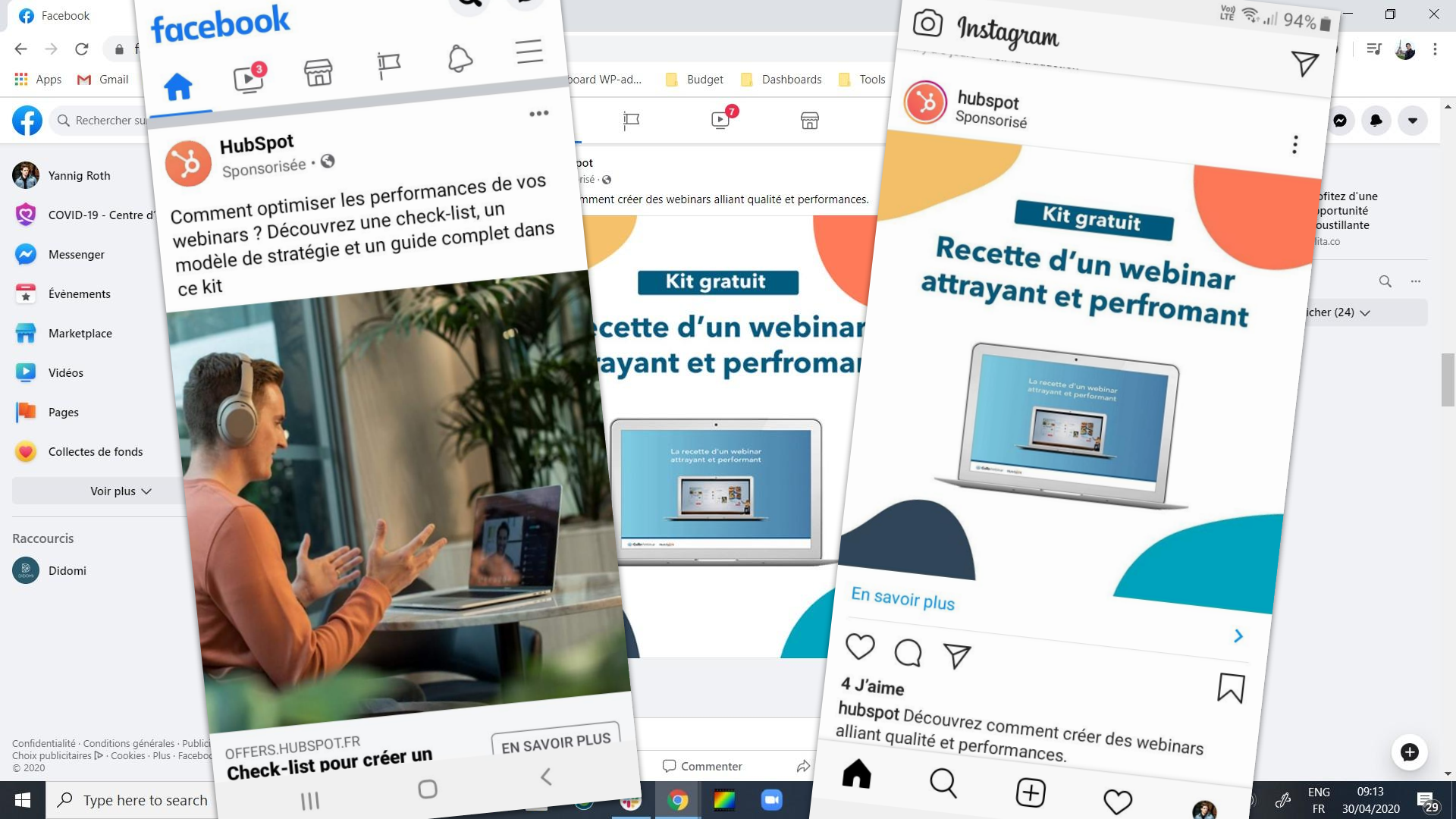
Contacts

Tout afficher (24)

ENG FR

09:13 30/04/2020

29



facebook

Facebook

Apps Gmail

Rechercher su

Yannig Roth

COVID-19 - Centre d

Messenger

Événements

Marketplace

Vidéos

Pages

Collectes de fonds

Voir plus

Raccourcis

Didomi

Confidentialité · Conditions générales · Public
Choix publicitaires · Cookies · Plus · Facebook
© 2020

Type here to search

board WP-ad... Budget Dashboards Tools

Comment créer des webinars alliant qualité et performances.

Comment créer des webinars alliant qualité et performances.

Comment créer des webinars alliant qualité et performances.

Comment créer des webinars alliant qualité et performances.

Comment créer des webinars alliant qualité et performances.

Comment créer des webinars alliant qualité et performances.

Comment créer des webinars alliant qualité et performances.

Comment créer des webinars alliant qualité et performances.

Comment créer des webinars alliant qualité et performances.

Comment créer des webinars alliant qualité et performances.

Comment créer des webinars alliant qualité et performances.

Comment créer des webinars alliant qualité et performances.

Comment créer des webinars alliant qualité et performances.

Comment créer des webinars alliant qualité et performances.

Comment créer des webinars alliant qualité et performances.

Comment créer des webinars alliant qualité et performances.

Comment créer des webinars alliant qualité et performances.

Comment créer des webinars alliant qualité et performances.

Instagram

hubspot Sponsorisé

Kit gratuit
Recette d'un webinar
attrayant et performant



En savoir plus



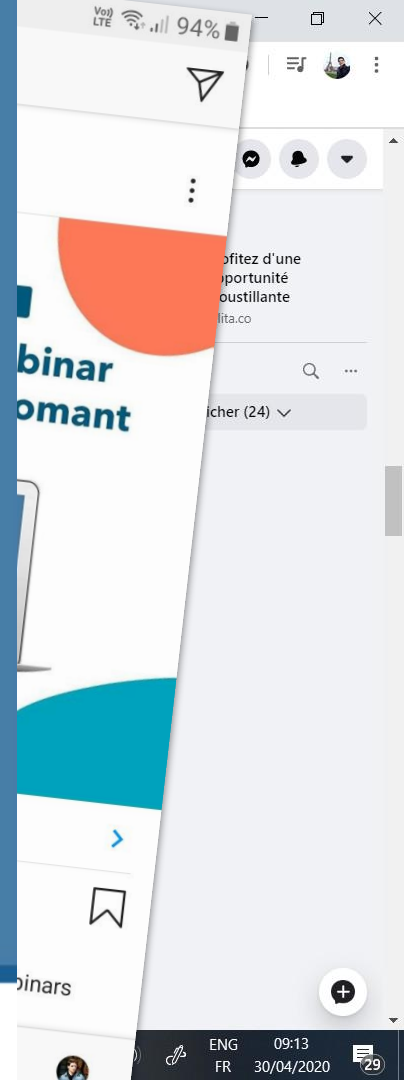
4 J'aime

hubspot Découvrez comment créer des webinars
alliant qualité et performances.

Commenter

ENG FR 09:13 30/04/2020

La recette d'un webinar attrayant et performant



La recette d'un webinar attrayant et performant



Checklist indispensable pour organiser un webinar

Avant le webinar

- ☐ Choisir la date et l'heure
- ☐ Définir le sujet
- ☐ Sélectionner les intervenants/présentateurs
- ☐ Fixer l'objectif principal
- ☐ Contacter les partenaires qui participeront, le cas échéant

Le jour du webinar

- ☐ Envoyer un e-mail de rappel aux inscrits
- ☐ Promouvoir l'événement sur les réseaux sociaux

Pendant le webinar

- ☐ Enregistrer le webinar
- ☐ Demander à un membre de l'équipe de tweeter en live
- ☐ Allouer du temps pour répondre aux questions des participants

Après le webinar

- ☐ Ajuster le texte sur la page de destination
- ☐ Ajouter l'enregistrement et les documents de la présentation à votre site web
- ☐ Envoyer un e-mail de remerciement aux inscrits, contenant les ressources de la présentation
- ☐ Commencer le nurturing des inscrits
- ☐ Informer votre équipe commerciale du webinar et partagez les leads avec elle
- ☐ Analyser les performances du webinar

1 semaine avant le webinar

- ☐ Envoyer un e-mail de rappel aux inscrits
- ☐ Promouvoir à nouveau le webinar sur les différents canaux mentionnés ci-dessus
- ☐ Répéter le déroulement de la présentation

3 jours avant

- ☐ Envoyer un e-mail de rappel aux inscrits

Gérez vos
campagnes de
webinars et votre
stratégie marketing
avec HubSpot

Cliquez ici pour découvrir
les outils gratuits

3/6 - PREPARE (Create the content)

- ✓ PREPARE - First draft of the webinar slides
- ✓ PREPARE - Review the webinar slides
- ✓ PREPARE - Create designed slides, via agency or internal designer
- ✓ PREPARE - Finalize & proof-check webinar slides, ready to go
- ✓ PREPARE - Write some preliminary tweets for #livetweet during webinar broadcast
- ✓ PREPARE - Make a test-run for the webinar
- ✓ PREPARE - Make sure to have the right set-up for presentation
- ✓ PREPARE - Update Zapier to link them to the right campaign in SFDC
- ✓ PREPARE - Send the speaker a snapshot of registrants, so that she/he can have an idea of the audience



(9 tasks)

4/6 - PRESENT (Animate your webinar)

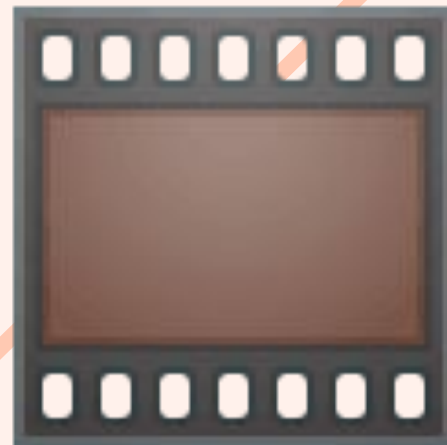
- ✓ PRESENT - Welcome everyone on the chat, invite to refresh if slides don't "move" after beginning (it happens)
- ✓ PRESENT - Livetweet what you had prepared
- ✓ PRESENT - Be reactive on social media & chat / questions on Livestorm
- ✓ PRESENT - Capture a couple of key phrases for post-webinar promotion (video snippet)
- ✓ PRESENT - Create end poll to gather feedback



(5 tasks)

5/6 - POST-PRODUCE (For analysis & promotion)

- ✓ POST-PRODUCE - Once the webinar finished, delete the Zapier corresponding to your webinar
- ✓ POST-PRODUCE - Once the webinar finished, delete all promotion material (email signatures etc.)
- ✓ POST-PRODUCE - Check (& correct) video recording of the webinar
- ✓ POST-PRODUCE - Create *snack content* format video to promote webinar replay
- ✓ POST-PRODUCE - Gather all costs and fill-in Salesforce Campaign with "actual cost" of the webinar
- ✓ POST-PRODUCE - Make sure BDR (and/or presenter) has access to the leads, has a call-back plan
- ✓ POST-PRODUCE - Prepare webinar results for monthly Marketing & Sales Ops and/or Marketing Weekly



(7 tasks)

6/6 - PROMOTE AGAIN (Extend shelf life)

- ✓ PROMOTE AGAIN - Put the video recording on YouTube
- ✓ PROMOTE AGAIN - Make a blog post about the webinar
- ✓ PROMOTE AGAIN - Share the webinar on social media
- ✓ PROMOTE AGAIN - Share the webinar in lead & customer newsletters
- ✓ PROMOTE AGAIN - Bundle webinars on your website's Resources section to draw attention of prospects to the other available content too



(5 tasks)



Didomi Webinars

5 videos • 99 views • Last updated on Apr 21, 2020

Public ▼



In this channel you will find all our webinar replays. We share them immediately after they have aired.

Find out about our upcoming webinars on <https://app.livestorm.co/didomi>



DIDOMI

≡ SORT BY



Transition vers le nouveau Transparency and Consent Framework (TCF v2.0) : Didomi vous explique tout

DIDOMI



Transparency and Consent Framework (TCF) Version 2: Didomi explains it all

DIDOMI



Recommandations CNIL : Êtes-vous conforme aux nouvelles règles de consentements de cookies ?

DIDOMI



Cookie Consent: Are the French data authority's latest guidelines the toughest in the world?

DIDOMI



Cookies & Traceurs : Quels changements juridiques & technologiques faut-il connaître en 2020 ?

DIDOMI



Jawad Stouli
Didomi



**is one of the
first things that
a user will see
on your website,**

*CCPA – What Does It Mean for Publishers ?
(organized with PubMatic)*

Catégories

CNIL (3)

ePrivacy (5)

GDPR (8)

Press release (1)

Solutions (5)

Tech (6)

Whitepapers (2)

← Retour

Regardez le replay notre webinar sur le TCFv2.0 (ainsi que la liste complète de questions)

April 15, 2020 by Yannig Roth

Il y a quelques jours, [nous vous invitons](#) à [notre webinar sur la transition au TCF v2.0](#), dans lequel Charlotte, Antoine et Jawad ont présenté les principaux changements à connaître, les étapes de migration et ont répondu à vos questions. Compte tenu du nombre et de la richesse des questions posées par les dizaines de participants, nous avons décidé de rédiger ce billet de blog sur le sujet. Et voilà !

Charlotte Perrin (DPO & Customer Success Manager), Antoine Clément (Senior Account Manager) et Jawad Stouli (CTO & Co-Fondateur) ont proposé dans ce webinar (diffusé hier, mardi 14 avril 2020) une présentation concernant la migration au TCF V2. Vous retrouverez le replay complet ci-dessous (suite à un mauvais paramétrage de l'enregistrement, vous voyez ici tout l'écran – chat inclus – excusez-nous pour cela, cela ne se reproduira pas 😊) :



La présentation a duré un peu plus de 25 minutes ; les 20 minutes suivantes (à partir de 25:15 environ) ont été consacrées aux questions. Si vous n'avez pas participé – sinon vous auriez accès à [tous les échanges ici](#) – ce billet reprend les principales questions des participants. En plus des points abordés à l'oral par Charlotte, Antoine & Jawad, que je vous invite à écouter dans la vidéo, voici la liste des questions auxquelles nous avons répondu dans le chat du webinar :

- **Quelles conséquences si on conserve la V1 ?** À terme, les vendors considéreront que les consentements V1 ne sont plus valides et donc ne serviront que du contenu sans consentement.

INVESTMENT



*Pro-rot*a of your platform cost

500€ promotion

300€ for blog post

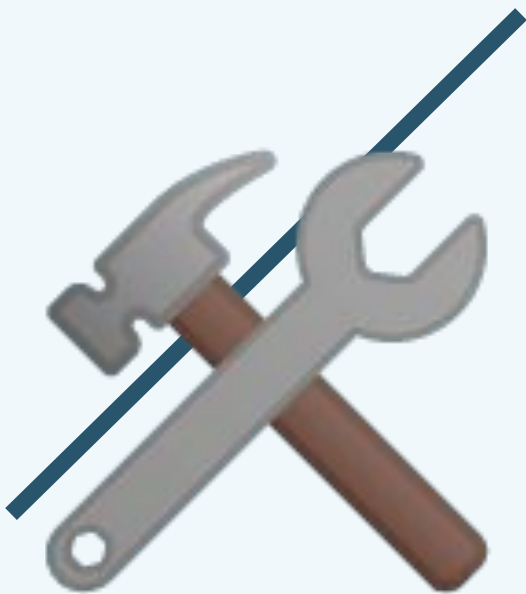
200€ for snack content



At least 1 full day of creation if you're alone

0,5 days if you have a content team or motivated colleagues

+ The same for your colleagues!



RESOURCES

6-STEP CHECKLIST

→ ASANA

PROMO PLAN

→ GOOGLE SLIDES

EXPENSE TRACKER

→ GOOGLE SPREADSHEET

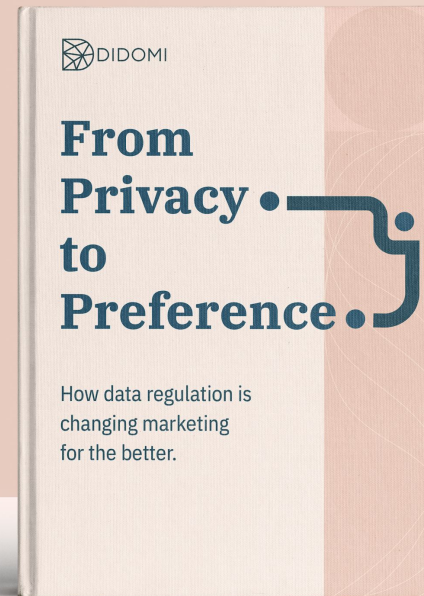
KPI TRACKER

→ GOOGLE SPREADSHEET

Thank you for your attention!

For questions

yannig.roth@didomi.io



Available for download on
didomi.io