

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

(Includes resources )



**Yannig Roth**  
Head of Marketing,  
Didomi

New team!

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New offices...

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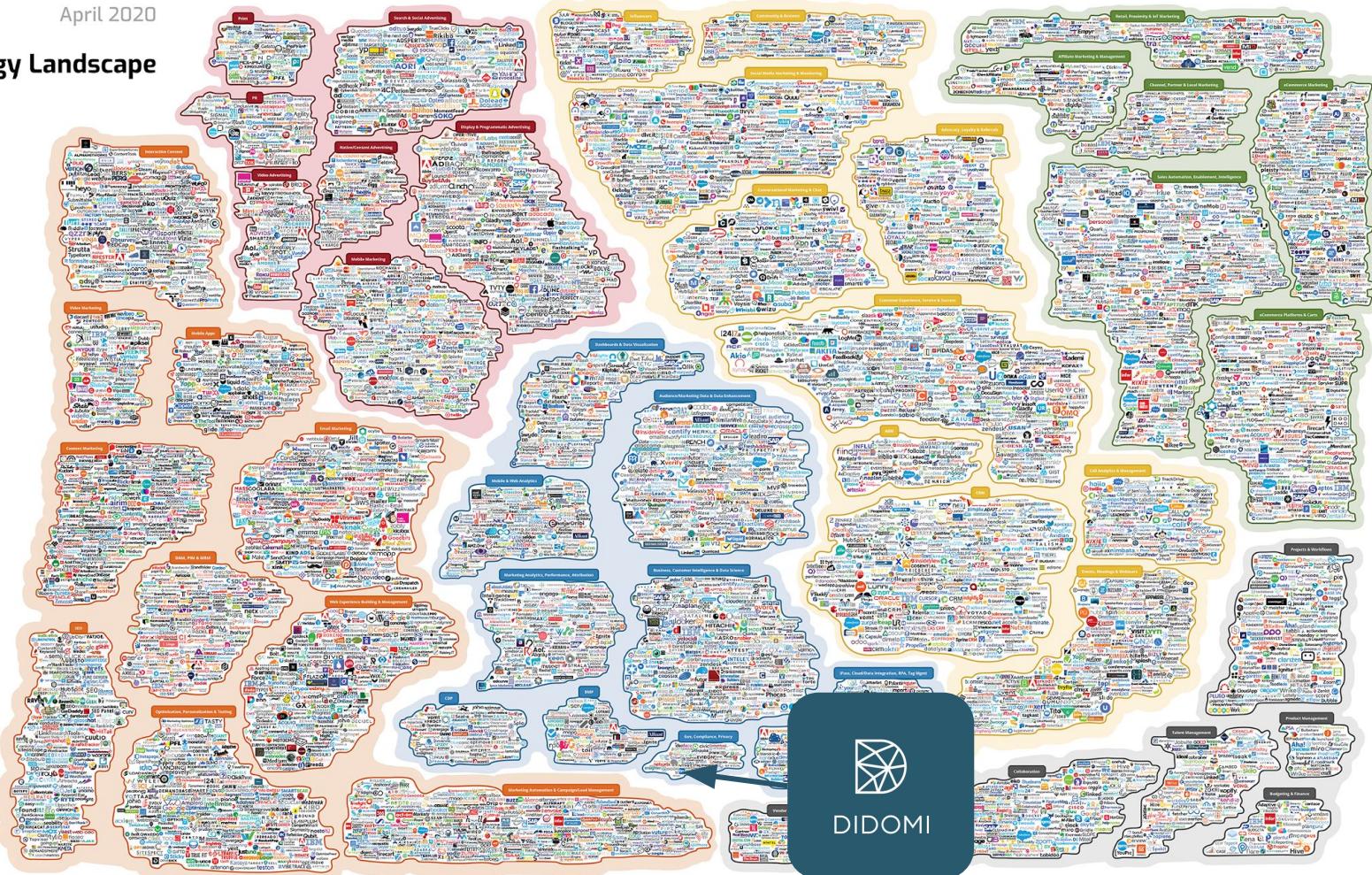
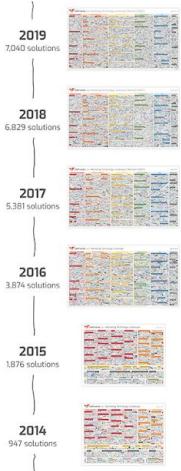


# Marketing Technology Landscape

## The Martech 5000

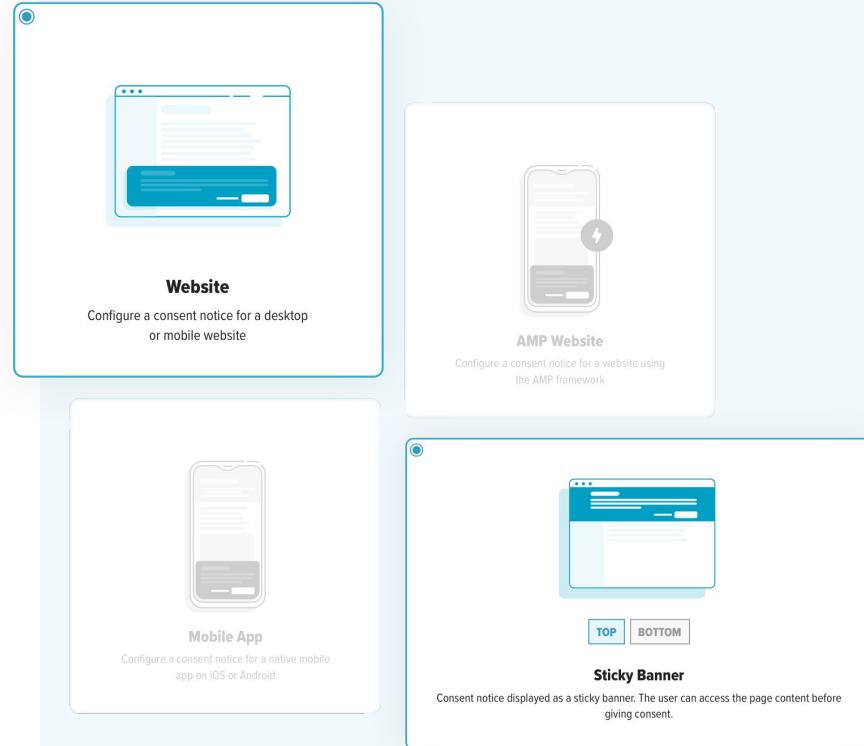
Total Solutions	8,000
Advertising & Promotion	922
Content & Experience	1,936
Social & Relationships	1,969
Commerce & Sales	1,314
Data	1,258
Management	601

Access all the data of this landscape & more at [martech5000.com](https://martech5000.com)



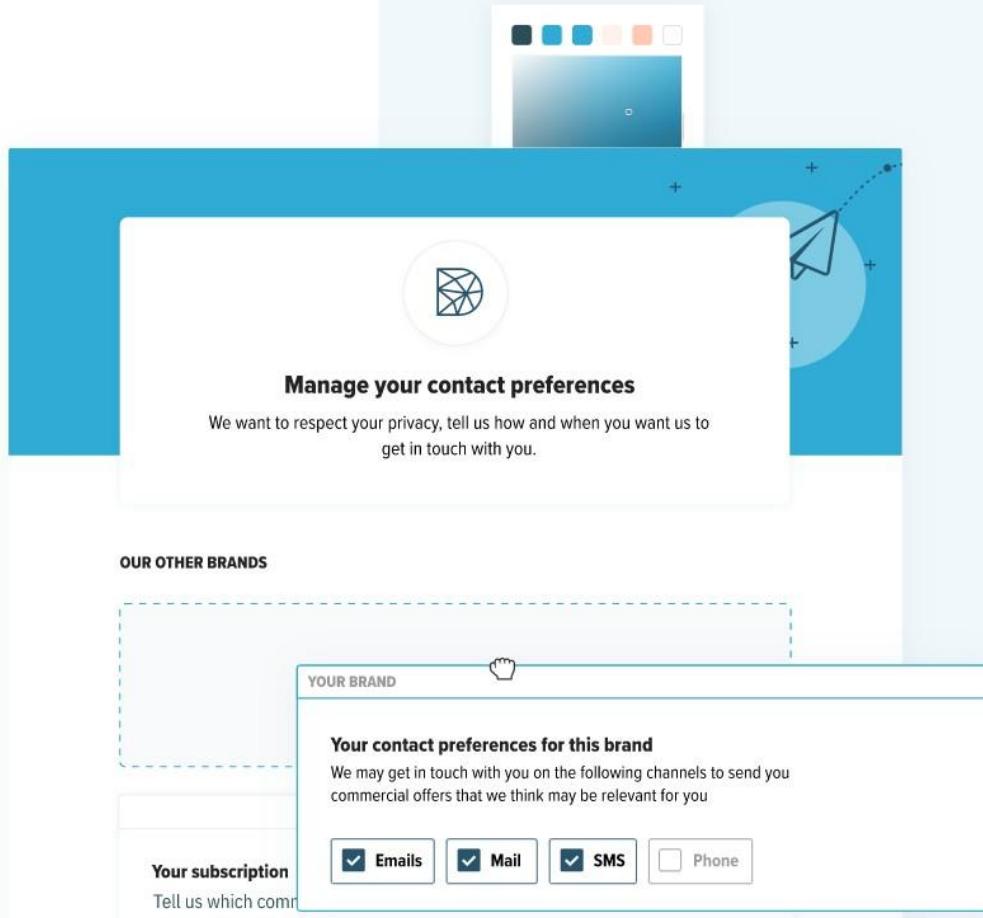
## WHAT WE DO...

# Consent Management Platform



# Preference Center

## WHAT WE DO...



The image is a composite of two screenshots. The top screenshot shows a 'Manage your contact preferences' page with a central icon, a message about respecting privacy, and a 'OUR OTHER BRANDS' section. The bottom screenshot shows a 'Your contact preferences for this brand' section with a 'Your subscription' form and a list of communication channels.

**Manage your contact preferences**

We want to respect your privacy, tell us how and when you want us to get in touch with you.

**OUR OTHER BRANDS**

**YOUR BRAND**

**Your contact preferences for this brand**

We may get in touch with you on the following channels to send you commercial offers that we think may be relevant for you

Emails  Mail  SMS  Phone

**Your subscription**

Tell us which com...

Emails

A color palette in the top right corner shows a gradient from dark blue to light blue, with a small circular icon in the center.

*Lagardère*

TEAM MEDIA

Newsweek

Doctolib

 REWORLD  
MEDIA

aufeminin

Adevinta

EL MUNDO

 MICHELIN

 orange™

Rakuten

RTL

people   
doc  
BY ULTIMATE SOFTWARE

*L'ÉQUIPE*

  
Konbini®

HILTI

20  
minutes

 DIDOMI

LET'S GO!

---

# B2B buying journey

## Illustrative



Start

Problem  
identification

Solution  
exploration

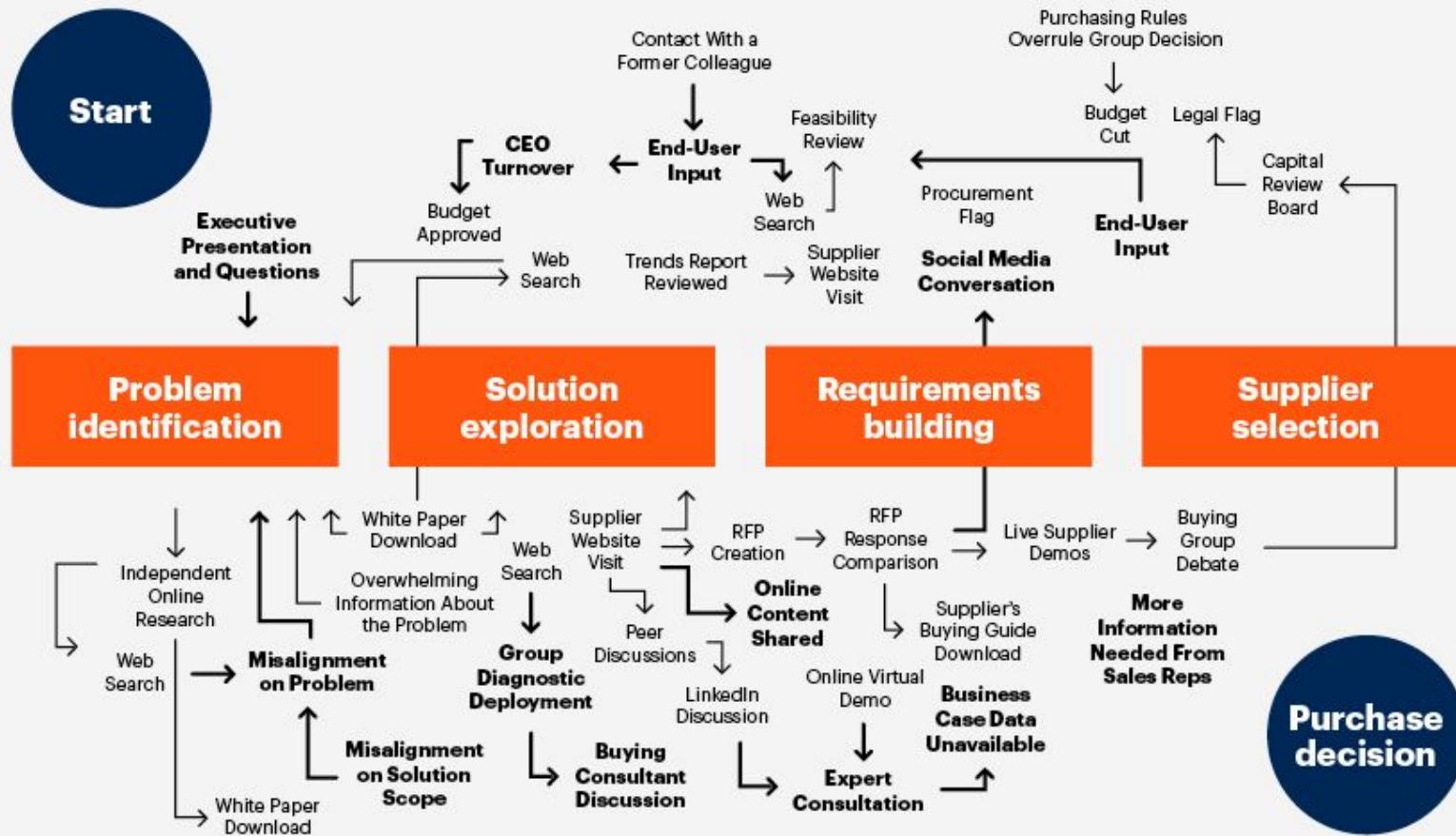
Requirements  
building

Supplier  
selection



# 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%**

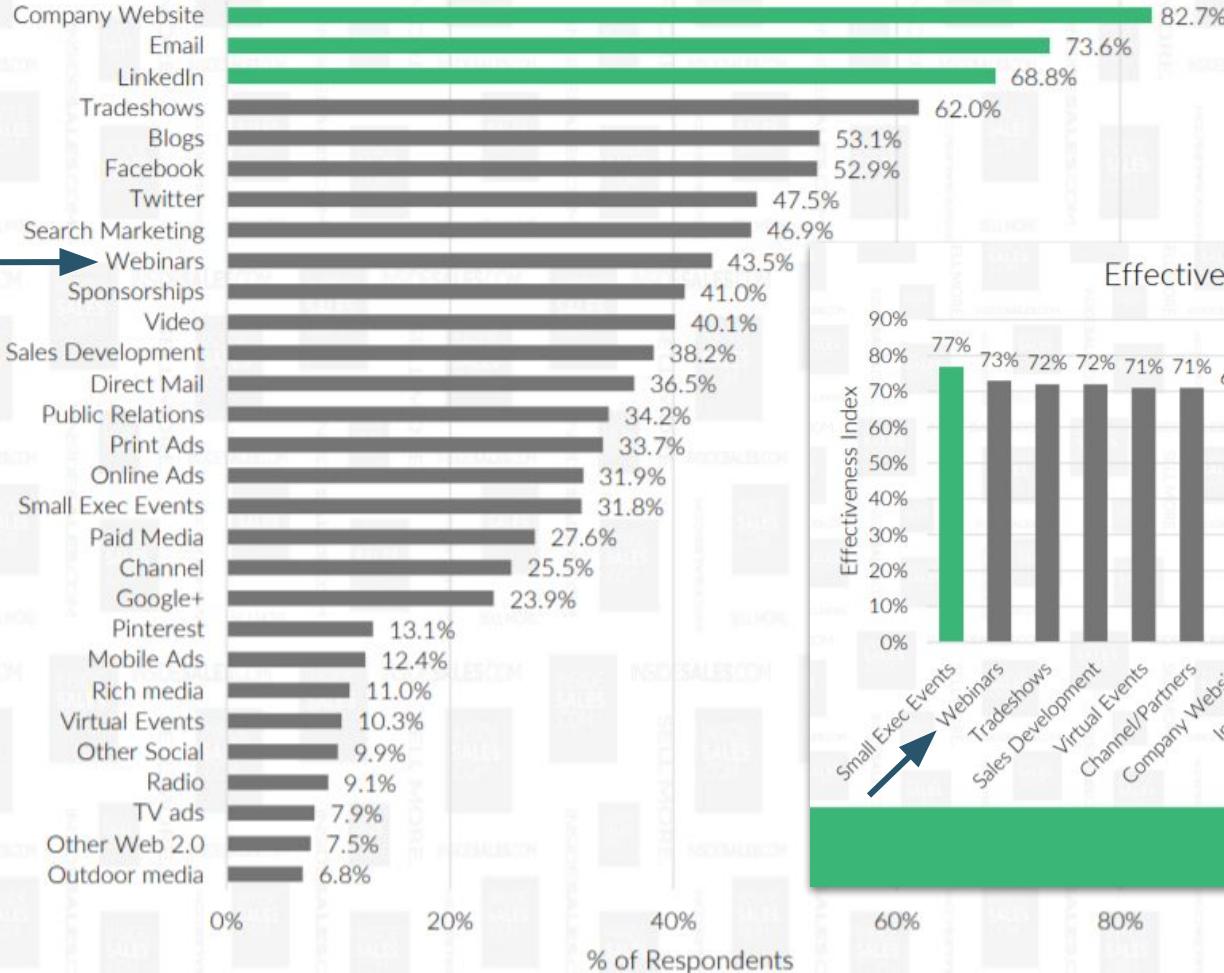
**OF MARKETERS**

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

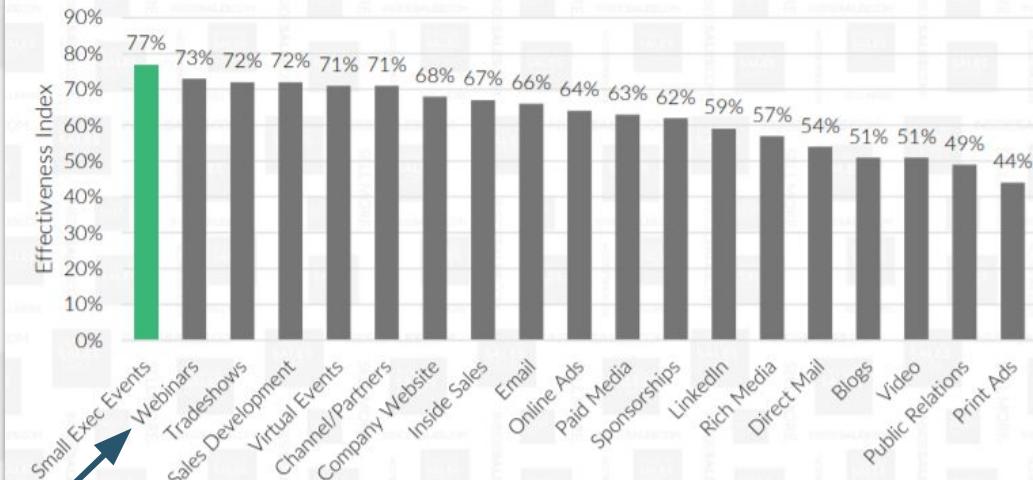
**Source:** Optimal Lead Generation Methods, How The World's Top Sales And Marketing Leaders Establish Their Brand, Generate Leads, And Build Pipeline (2017), [InsideSales.com](http://InsideSales.com)



## Adoption Rates of Lead Gen Methods

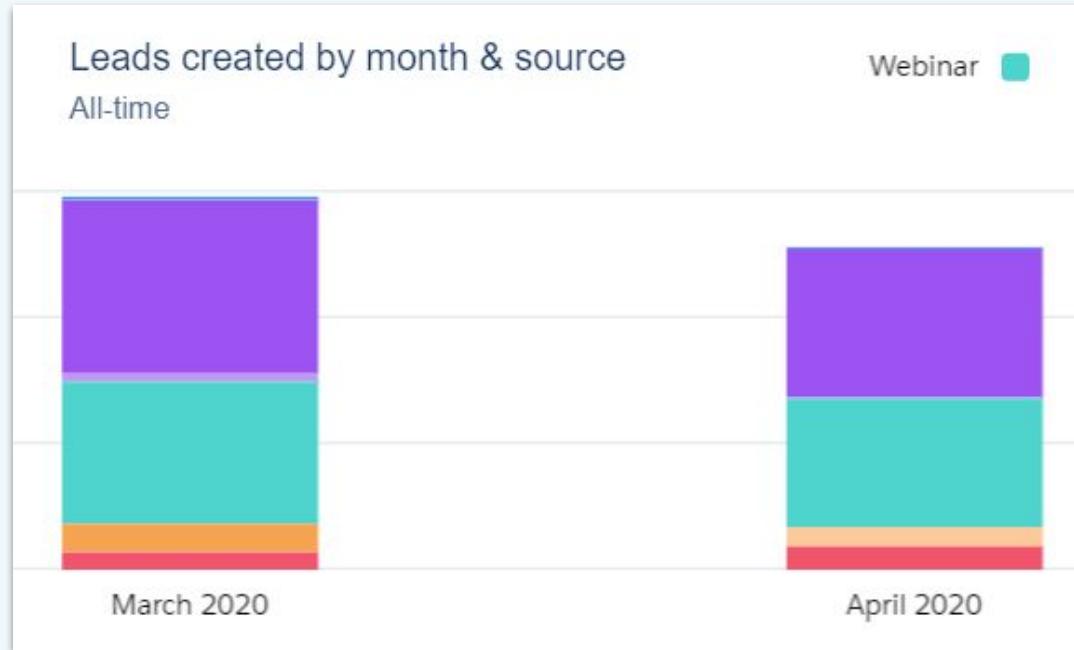


## Effectiveness at Generating Leads



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
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## OTHER

- Onboard your employees & agencies
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# USE CASES IN MARKETING

## MARKETING LIFECYCLE

- Lead generation & nurturing
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- Client onboarding
- **Product updates** 
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## 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

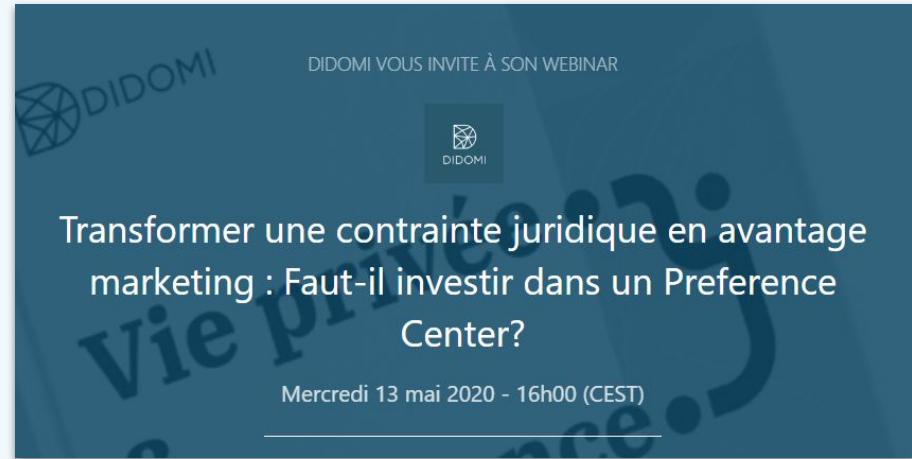
# USE CASES IN MARKETING

## MARKETING LIFECYCLE

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# USE CASES IN MARKETING

## MARKETING LIFECYCLE

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## OTHER

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



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

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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€)



23



WEBINARGEEK



Google Hangouts





Submit

Enter your question

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



DIDOMI



**Marina Gu**

Senior Director, Customer Enablement  
PubMatic



**Thomas Chow**

General Counsel  
PubMatic



**Ashwanth Vemulapalli**

Senior Product Manager  
PubMatic



**Jawad Stouli**

Chief Technology Officer  
Didomi





spendesk

# Growth.team

## The iron arm of the business team



Propulsé par  livestorm

N Nadja 13:49

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

L Lamine 13:49

Merci pour avoir répondu aux questions les gars!

L Lionel 13:49



N Nadja 13:49

trop jalouseee

J Julien 13:49

merci l'équipe

U Ugo 13:49

Merci !!

G Gauthier 13:49

Top merci !

J Josselin 13:49

Merci !

M Mathieu 13:49

Merci 😊

Y Yanis 13:49

merci 😊

J Julien 09:46

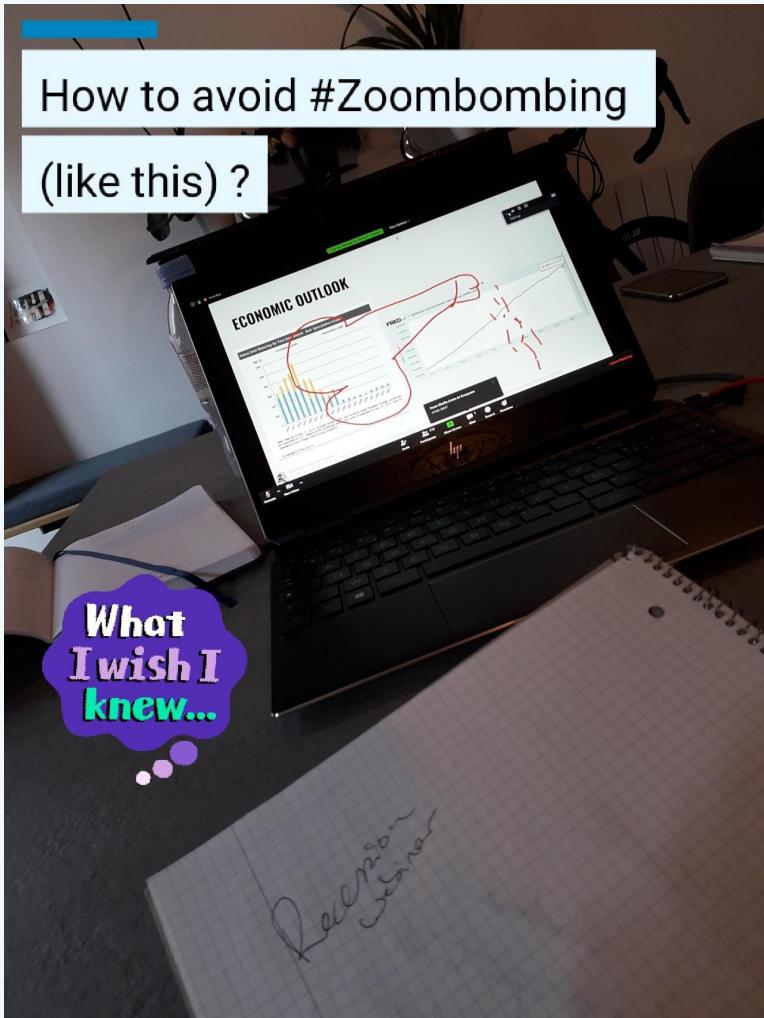
yo, c'est bien Contentful pas content fuel ? ^\_^

Entrez votre message...



Appuyez sur entrée pour envoyer votre message

How to avoid #Zoombombing  
(like this) ?



*“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

Didomi [Edit](#)

UPCOMING EVENTS All languages ▾

 Géolocalisation : Comment bien collecter un consentement pour des données à des fins marketing ?  
In 3 days • About 45 minutes • In French 

 How to effectively run webinars when you have little time & high expectations? (includes resources )  
In 3 days • About 1 hour • In English 

 Transformer une contrainte juridique en avantage marketing : Faut-il investir dans un Preference Center?  
In 11 days • About 45 minutes • In French 

 Are your websites & apps compliant? Let's look at cookie consent regulation in the UK & Ireland  
In 26 days • About 45 minutes • In English 

Tuesday, May 5th 2020 - 5:00 PM (CEST) [Register now](#)

Thursday, May 7th 2020 - 6:00 PM (CEST) [Register now](#)

Wednesday, May 13th 2020 - 4:00 PM (CEST) [Register now](#)

Thursday, May 28th 2020 - 2:00 PM (CEST) [Register now](#)

Campaign FR\_Webinar\_2020\_Q1\_03\_EBGCookiesTraceurs ▾

Type Webinar	Status Completed	Start Date 20/03/2020	End Date 20/03/2020
--------------	------------------	-----------------------	---------------------

Related Details

 Campaign Members [Add Leads](#) [Add Contacts](#) ▾

Number of Members

193

193

[View All](#)

 **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

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](mailto: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 and 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 absolutely not enough.
- **PREPARE:** Create the content with/for the speakers. Do this once the promotion is underway.
- **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
- PLAN - Fill-in as many tasks (below ) 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)
- PROMOTE - Create visuals & assets for promotion
- PROMOTE - 4 weeks before webinar date
- PROMOTE - 3 weeks before webinar date
- PROMOTE - 2 weeks before webinar date
- PROMOTE - 1 week before webinar date
- PROMOTE - Webinar week
- 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 2-3 days before the live date (final review)

# 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:

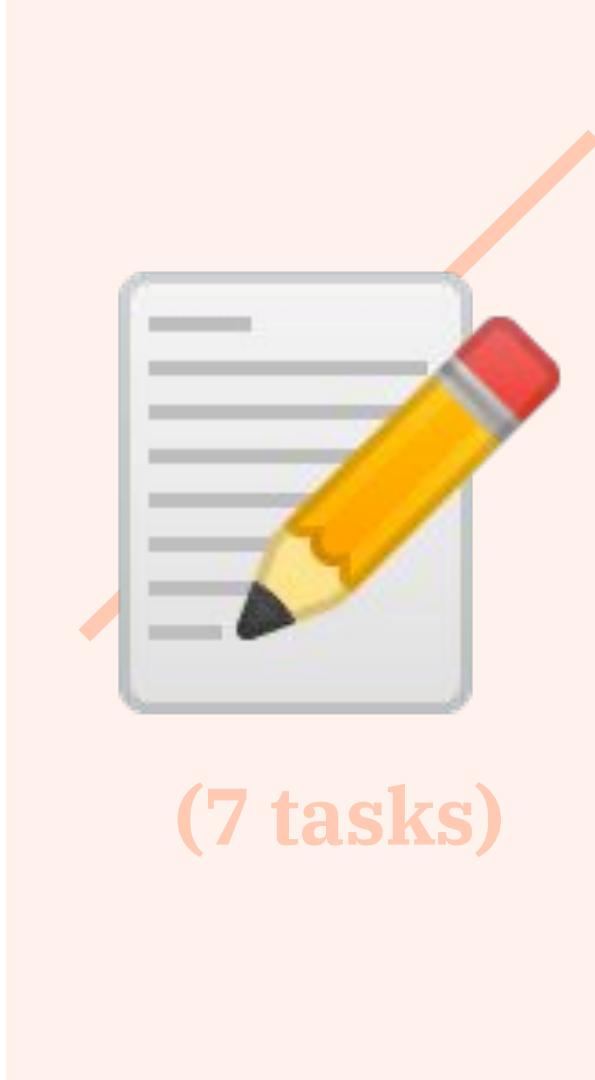
Very important to maximize impact and extend the webinar's shelf life.

# 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)

DIDOMI INVITES YOU TO THEIR WEBINAR



## 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:



[Edit](#)

### 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/p/158> [Copy permalink](#)

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](#)

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

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

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Head of Marketing

[Access webinar](#)

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*)



How to properly ask for user location? We'll offer a step-by-step guide in this [free webinar](#)



PRODUCT PRICING SOLUTIONS LEARNING LOG IN [SIGN UP](#)

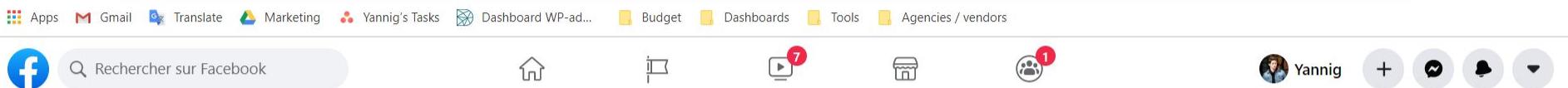
# Location Services For Engaging App Experiences

Increase app engagement with privacy-first  
location intelligence

Email address

Get Started





**Yannig Roth**

le 24 avril à 19:57 · ·

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

A promotional image for a webinar. It features a group of people in a conference room. The text on the image reads: "DIDOMI INVITES YOU TO THEIR WEBINAR", "How to effectively run webinars when you have little time & high expectations? (includes resources)", and "Thursday, May 7 at 6:00pm (CEST)". There is a small "i" icon in the bottom right corner of the image.

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...





Rechercher sur Facebook



Yannig



Livestorm

S'inscrire

J'aime

Message



Vous recherchez un logiciel de webinar qui fait tout le travail pour vous ? Livestorm est la première solution de webinar & visioconférence clé-en-main.



LIVESTORM.CO

Essai gratuit illimité

Commencez en 5 minutes

En savoir plus



11



Type here to search

Didomi - Gr

Livestorm

Sponsoriée

Vous recherchez un logiciel de Webinar qui fait tout le travail pour vous ? Livestorm est la première solution de webinar & visioconférence clé-en-main... Voir plus

ESSAYEZ GRATUITEMENT

LIVESTORM.CO

Essai Gratuit Illimité

Commencez en 5 minutes !

S'INSCRIRE

Budget Dashboards Tools Agencies / vendors

6 1

Yannig

S'inscrire J'aime Message ...

chez un logiciel de webinar qui fait tout le travail pour  
orm est la première solution de webinar &  
ce clé-en-main.

livestorm

orm est la meilleure solution de  
téleconférence web

**GILLES**

CEO

En savoir plus

1 partage

5 minutes

ENG FR 07/05/2020

Type here to



Facebook

Apps Gmail

Rechercher su

Yannig Roth

COVID-19 - Centre d'

Messenger

Événements

Marketplace

Vidéos

Pages

Collectes de fonds

Voir plus ▾

Raccourcis

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OFFERS.HUBSPOT.FR

Check-list pour créer un

EN SAVOIR PLUS

HubSpot

Sponsoriée

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

Yannig

7

1

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

Comment créer des webinars alliant qualité et performances.

Kit gratuit

La recette d'un webinar attrayant et performant

En savoir plus

Commenter Partager

ENG FR 09:13 30/04/2020

29

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Yannig Roth

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Messenger

Événements

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



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Check-list pour créer un

EN SAVOIR PLUS

Commenter

3

7

Board WP-ad... Budget Dashboards Tools

Comment créer des webinars alliant qualité et performances.

Kit gratuit

La recette d'un webinar attrayant et performant

La recette d'un webinar attrayant et performant

En savoir plus

4 J'aime

hubspot Découvrez comment créer des webinars alliant qualité et performances.

Instagram

hubspot Sponsorisé

Kit gratuit

Recette d'un webinar attrayant et performant

La recette d'un webinar attrayant et performant

En savoir plus

4 J'aime

hubspot Découvrez comment créer des webinars alliant qualité et performances.

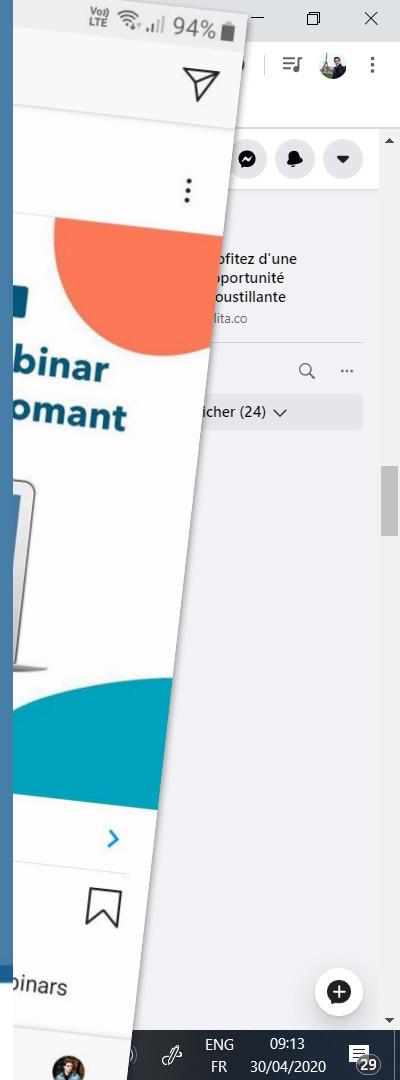
94%

VoIP LTE 30/04/2020 09:13

ENG FR

29

# 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

- Créer une page de destination spécifique pour l'inscription au webinar

- Choisir quelle plateforme de webinar utiliser

- Créer le plan du webinar

- Créer une première version de la présentation

- Finaliser le plan de promotion

- Lancer la promotion du webinar :

- E-mail
- Réseaux sociaux
- Blog
- Partenaires
- Communication avec les clients
- Promotion payante

### 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

### 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

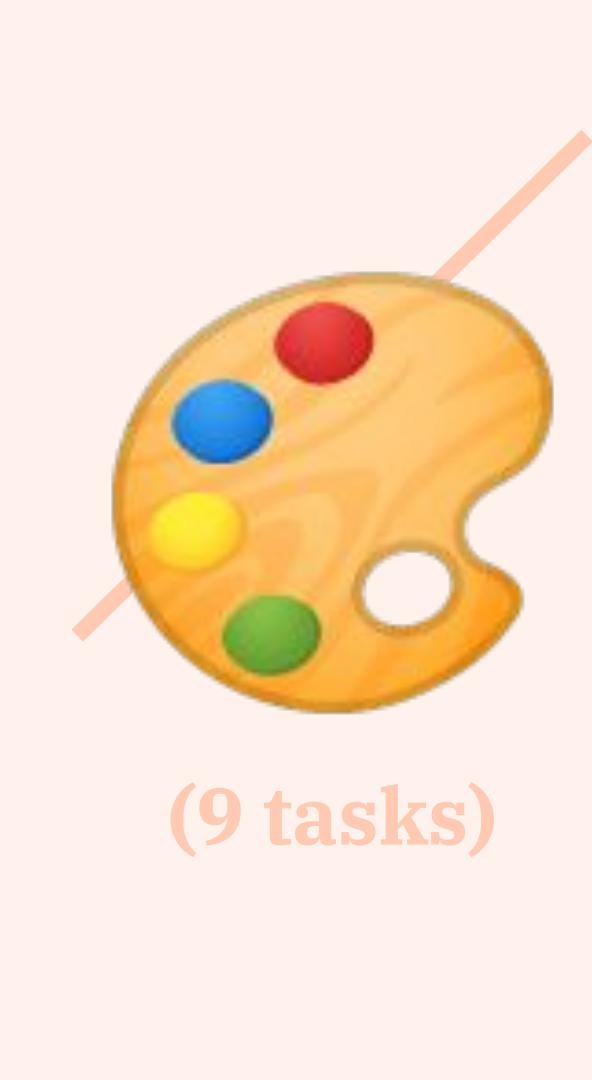
- Ajuster le texte sur la page de destination
- Ajouter l'enregistrement et les documents de la présentation à votre site web
- Envoyer un e-mail de remerciement aux inscrits, contenant les ressources de la présentation
- Commencer le nurturing des inscrits
- Informer votre équipe commerciale du webinar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

Gérez vos campagnes de webinars et votre stratégie marketing avec HubSpot

Cliquez ici pour découvrir les outils nécessaires

## 3/6 - PREPARE (Create the content)

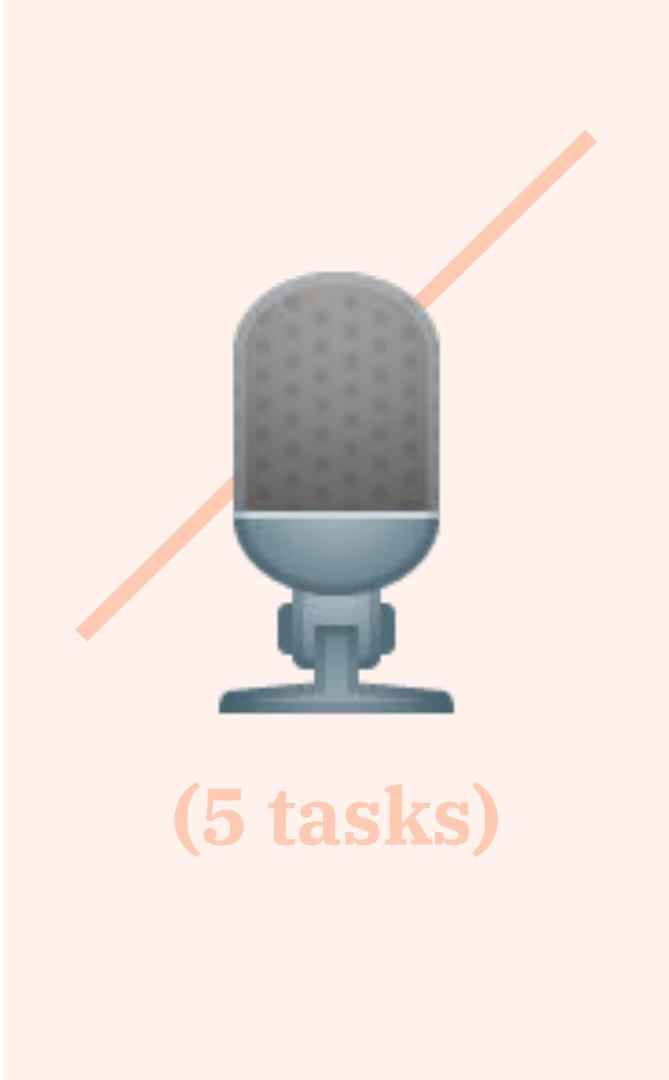
- ✓ PREPARE - First draft of the webinar slides
- ✓ PREPARE - Review the webinar slides
- ✓ PREPARE - Create designed slides, via agency or internal designer
- ✓ PREPARE - Finalize & proof-check webinar slides, ready to go
- ✓ PREPARE - Write some preliminary tweets for #livetweet during webinar broadcast
- ✓ 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)

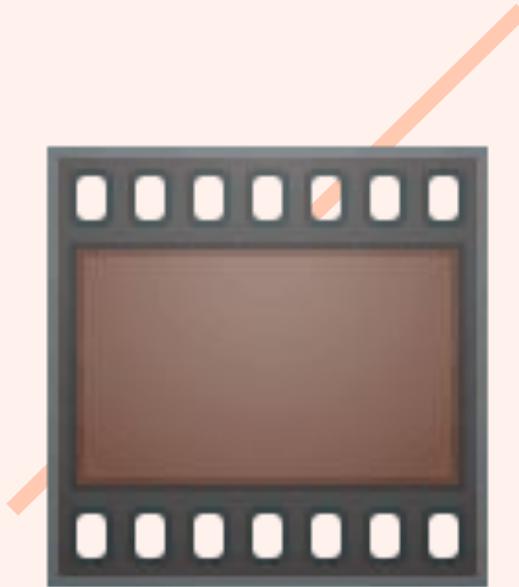
## 4/6 - PRESENT (Animate your webinar)

- ✓ 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



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

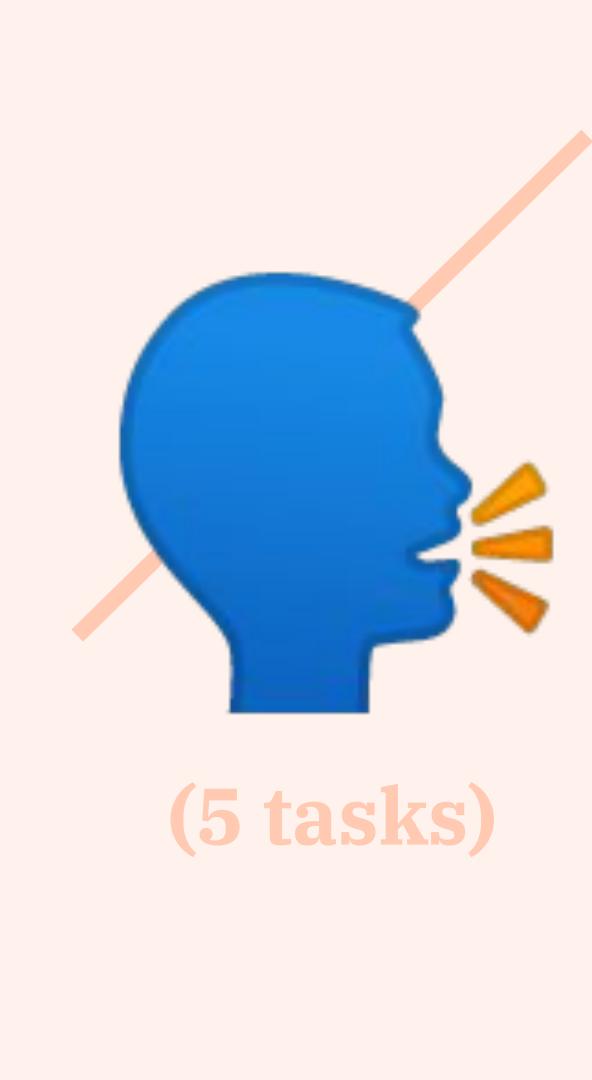
- ✓ POST-PRODUCE - Once the webinar finished, delete the Zapier corresponding to your webinar
- ✓ POST-PRODUCE - Once the webinar finished, delete all promotion material (email signatures etc.)
- ✓ POST-PRODUCE - Check (& correct) video recording of the webinar
- ✓ POST-PRODUCE - Create *snack content* 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)

Transition vers le Transparency and Consent Framework (TCF v2.0)

Didomi vous explique tout

Charlotte Perrin  
DPO & Customer Success Manager, Didomi

Antoine Céleste  
Senior Account Executive, Didomi

DIDOMI 

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



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)

# 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 retrouvez 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

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*Pro-rota* of your platform cost

500€ promotion

300€ for blog post

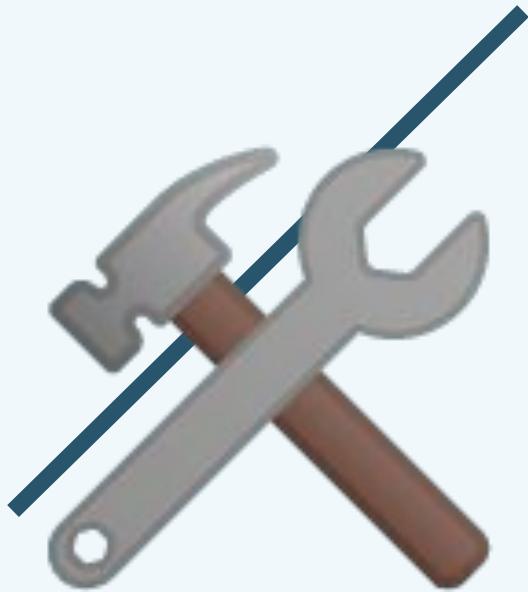
200€ for snack content



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](mailto:yannig.roth@didomi.io)



## From Privacy • — to Preference. ↗

How data regulation is  
changing marketing  
for the better.

Available for download on  
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