

# engage

STOP PRESENTING. START ENGAGING.



# Q&A PANEL

Use the “Q&A” panel to implement a standard question queue. This panel allows attendees to ask questions and receive text-based responses, or your presenters can respond to the question live over the webinar audio.

## Max. # Q&A Panels Allowed

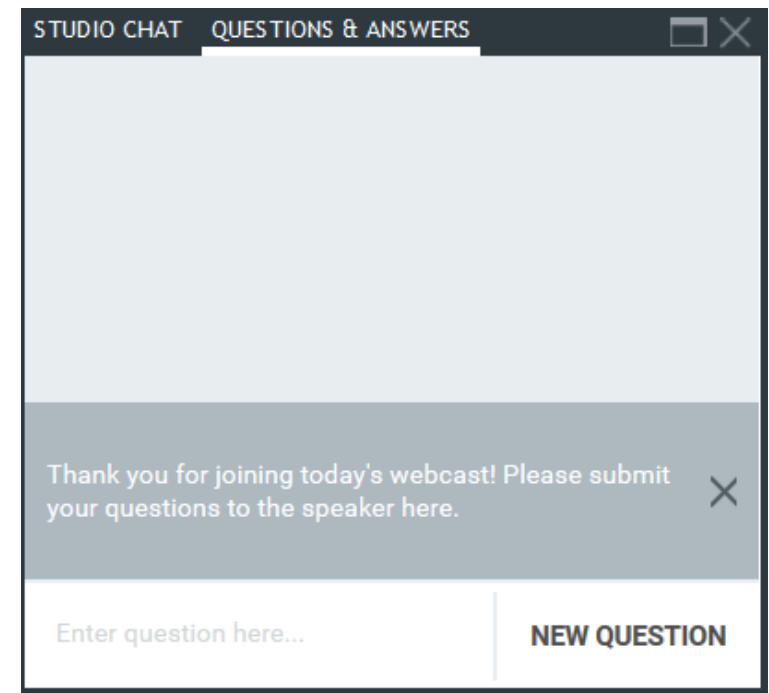
- One

## Available on the Panel Bar/Highlighted

- Yes

## Settings (required)

- Usernames
  - No user names
  - Moderator names only
  - All user names
- Time Stamps
  - No, do not show timestamps to the audience
  - Yes, show timestamps to the audience





# CHAT PANEL

Allow attendees to communicate, openly, with each other via text, by including the “Studio Chat” panel.

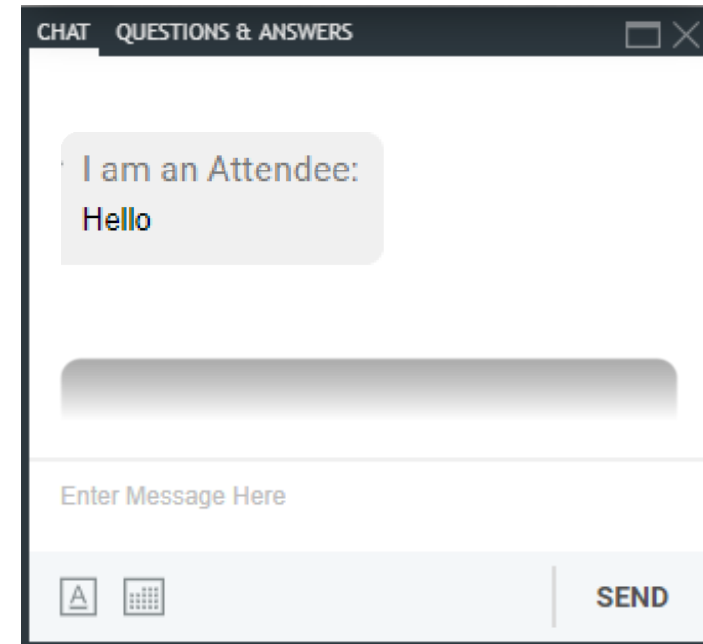
Max. # Chat Panels Allowed

- One

Available on the Panel Bar/Highlighted

- Yes

**PRO TIP:** Webinar users will often use the Q&A box to communicate if they are having difficulties within the event. Changing the name of the CHAT panel to SUPPORT will allow you to use the chat to handle support queries separately from the event Q&A (if the chat is not already being utilized for an interactive back and forth between webinar attendees).





# CONTACT US/THE SPEAKER

Enable the Contact Us/The Speaker panel to allow webinar attendees send long format messages to the speaker or your company that will be directed to an email address of your choosing.

Max. # Invite Panels Allowed

- One

Available on the Panel Bar//Highlighted

- Yes

The screenshot shows a window titled "CONTACT US" with a sub-header "Email the Speaker". Below the sub-header is a text input field labeled "Message:" with the text "(required)" inside. Below the input field is a "Send" button. The window has standard window control icons (minimize, maximize, close) in the top right corner.



# SURVEY(S)

Display a custom survey, by including the “Survey” panel. This will allow attendees to respond to surveys during the webinar, with all their responses visible post-webinar in the Engage Analytics Tracking.

## Max. # Survey Panels Allowed

- Unlimited

## Available on the Panel Bar/Highlighted

- Yes

## Settings (required)

- Select Survey to Display

The screenshot shows a survey window titled "SURVEY" with a close button in the top right corner. The survey contains three sections:

- How did you like the event?** A dropdown menu with the text "(select)" and a downward arrow.
- Will you come back again?** Three radio button options: "Yes", "No", and "Other". Below these is a text input field.
- Please provide us with your comments.** A text input field.

A "Submit" button is located at the bottom left of the survey form.



# POLLING

Polls can be displayed in the slide window throughout the webinar to get additional feedback from attendees.

## Max. # Polls Allowed

- Unlimited

## Available on the Panel Bar/Highlighted

- NO

## Settings (required)

- Show polling only
- Show polling and poll results

How many webinars do you run a month? (Required)

- a. None, we're just getting started!
- b. Once a month, like clockwork!
- c. A few, it depends on the month!
- d. Weekly! We webinar all the time!

SUBMIT



# ABSTRACT & SPEAKER BIO

Event Abstract and Speaker Bio panels can be used to add more information about your event and the speakers presenting. Adding a bio along with the speaker's name and headshot allows the audience to learn more about the presenter(s) and can drive engagement with other panels such as the Contact The Speaker panel.

Max. # Speaker Bio/Abstract Panels Allowed

- One Each

Available on the Panel Bar/Highlighted


- Yes

**ABSTRACT**


This is my presentation abstract.

This webinar will provide an overview of how to use the engagement panels to wake your audience up and get them participating in your webinar.

**SPEAKER BIO**

 **Emma Meyer**  
Director of Video Strategy  
INXPO

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 **Sean Keen**  
Vice President of Product Marketing  
INXPO



# HANDOUTS PANEL

The Handouts panel, also referred to as Resources, allows you to offer documents or links to websites and content for the audience to access during Live or On-Demand webinars. Any link/document you add to is tracked in the Engage Analytics Tracking when clicked on/downloaded.

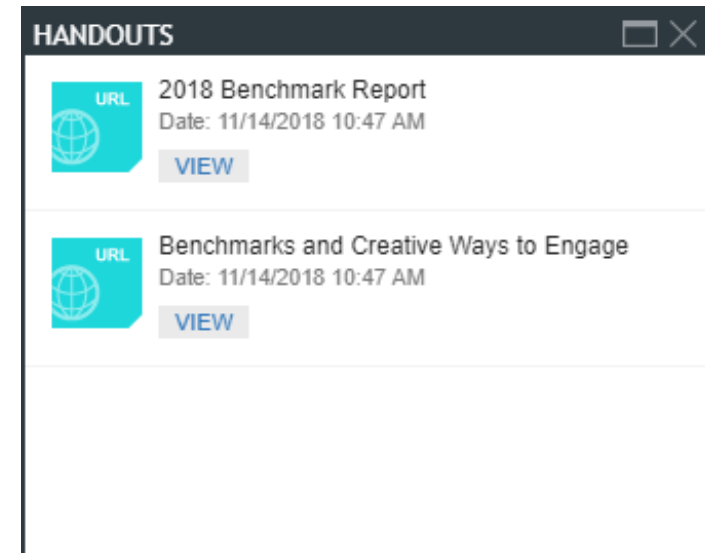
## Max. # Speaker Bio Panels Allowed

- One

## Available on the Panel Bar/Highlighted

- Yes

**PRO TIP:** For marketers we suggest providing 2 content assets such as PowerPoint Slides, Whitepapers or E-books, and 1 call to action such as a link to a “Free Trial” or a “Book A Demo” link.







# AGENDA & CHAPTERS

By including a “Chapters” panel, attendees can easily navigate your on-demand webinar chapter by chapter, depending on what they’re looking for.

When included in a Live webinar, the chapters serve as an agenda allowing the audience to know what content will be coming next in your presentation.

Slide content must be marked as “Set Slide as Chapter”, in the webcast setup, for the panel to populate Chapters.

## Max. # Chapter Panels Allowed

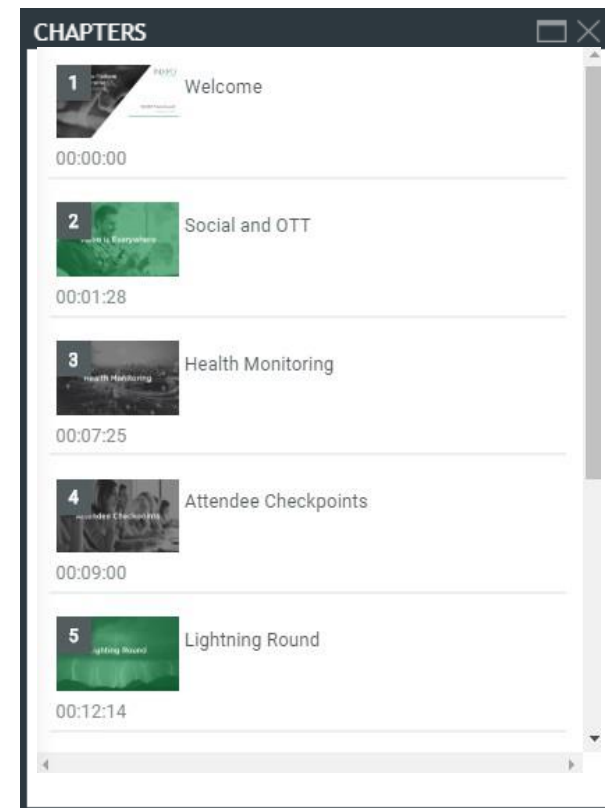
- One

## Available on the Panel Bar/Highlighted

- Yes

## Settings

- Thumbnail View  
*(Thumbnail image of the slide)*
- Text Only View





# TWITTER

Include a “Twitter” panel and allow attendees to tweet during the webcast via a designated Twitter hashtag.

Max. # Twitter Panels Allowed

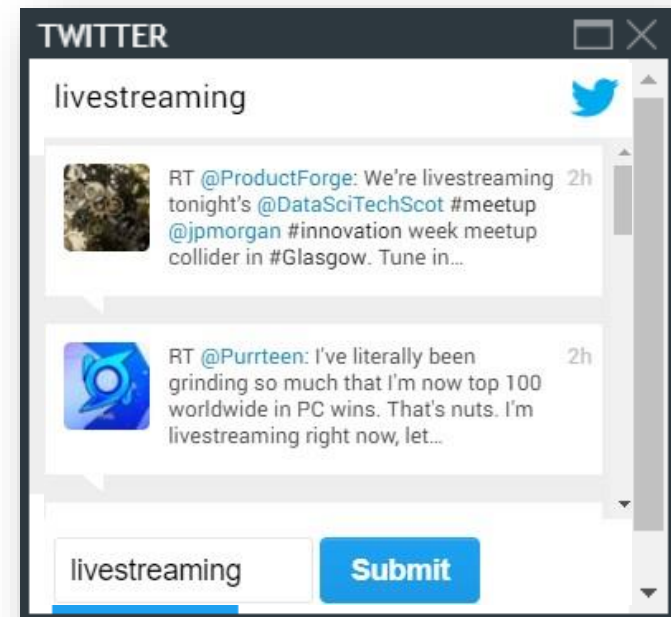
- One

Available on the Panel Bar/Highlighted

- Yes

Settings (required)

- Twitter Hashtag
- Username/Handle





# SOCIAL SHARING

Include the “Social Share Widget” and allow attendees to share the Webinar Registration or Login Page via Email, Facebook, Twitter and LinkedIn. Upon successful registration or login, the user will be taken directly to the Webinar.

## Max. # Social Share Panels Allowed

- One

## Available on the Panel Bar/Highlighted

- Yes

## Settings (required)

- Enable Share Services (multi-select)
  - Email
  - Facebook
  - Twitter
  - LinkedIn
- Link Type
  - Registration Page
  - Login Page



**PRO TIP:** When enabling social sharing, ensure you update the social share image in the event set up section of the Engage Webinars platform so that when attendees share your webinar, they get your events custom image within their social feed and not our default image.



# COURSE COMPLETION TRACKER

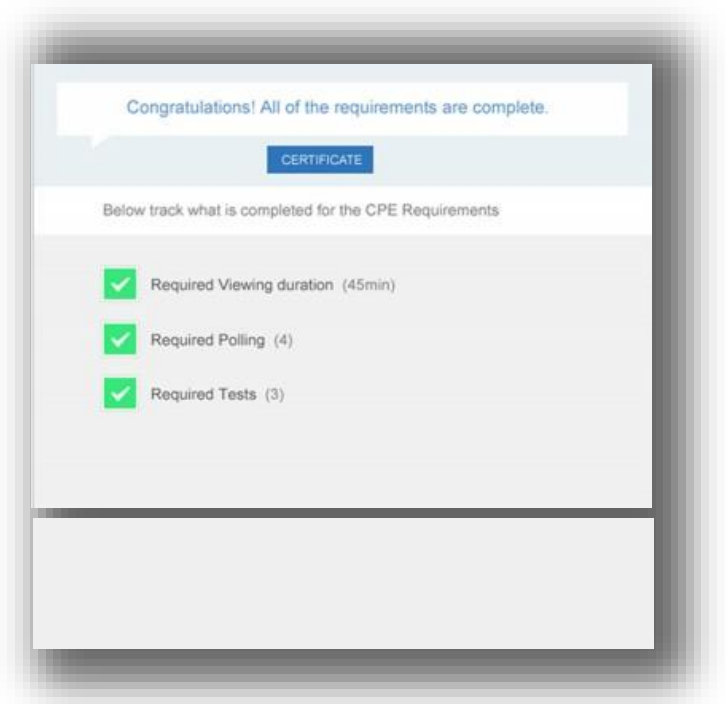
Display a created Course (CPD/CE), by including the “Course Completion Tracker” panel. This will allow attendees to view their completion status based on the Course (CPD/CE) requirements and download a Certificate (if enabled).

Max. # Course Completion Panels Allowed

- One

Available on the Panel Bar

- No





# CERTIFICATE

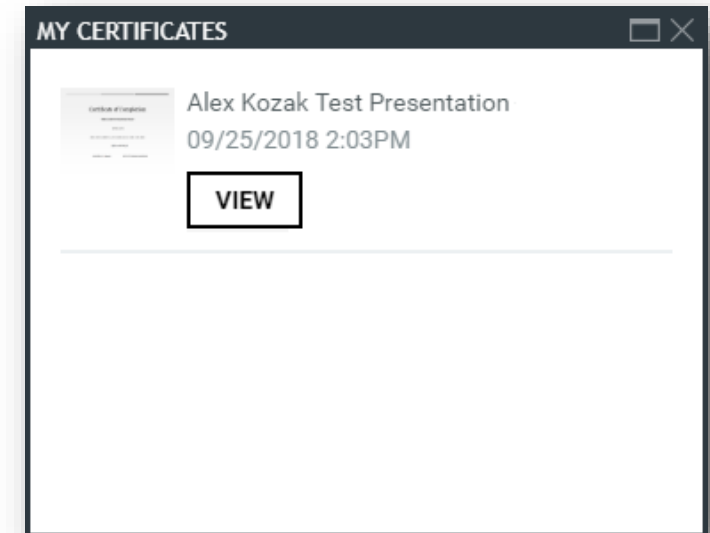
Include the “My Certificates” panel and allow attendees to view their earned certificate(s) based on the Course (CPD/CE) requirements .

Max. # Certificate Panels Allowed

- One

Available on the Panel Bar

- No





# TEST

Display a custom Test for attendees to take by including the “Course Test” panel.

## Max. # Test Panels Allowed

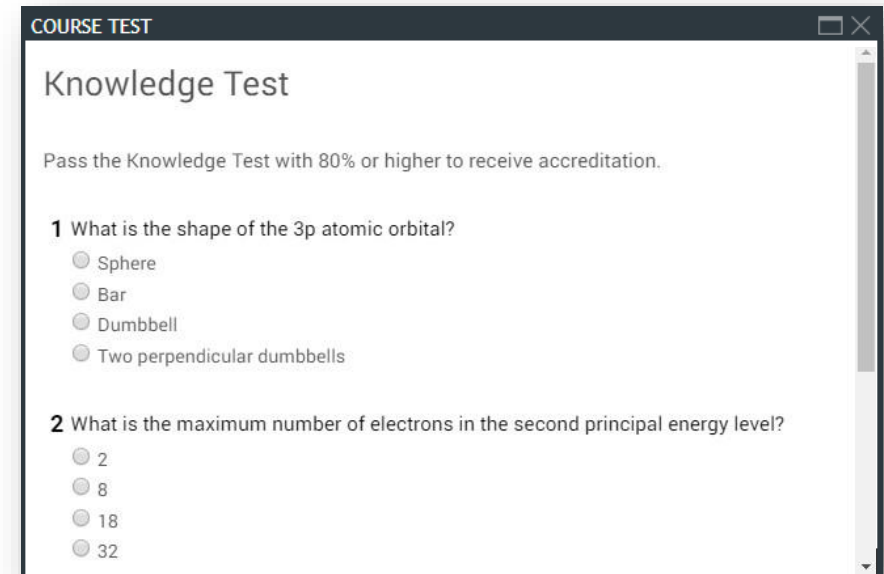
- One

## Available on the Panel Bar

- No

## Settings (required)

- Select a Test to Display





# CTA: TEXT/HTML

The “Text/HTML” panel allows for the inclusion of raw HTML or plain text. For example, Embed codes can be inserted from third party sites or you can simply enter instructional text.

## Max. # Text/HTML Panels Allowed

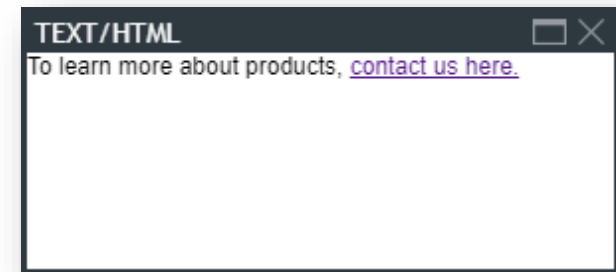
- Unlimited

## Available on the Panel Bar

- No

## Settings (required)

- Content entry for text and/or HTML code





# CTA: HTML FRAME/URL

The “Web Address” panel is used to display a fully interactive webpage. The webpage will function just as though an attendee had pulled it up in their browser window, allowing full exploration.

## Max. # Web Address Panels Allowed

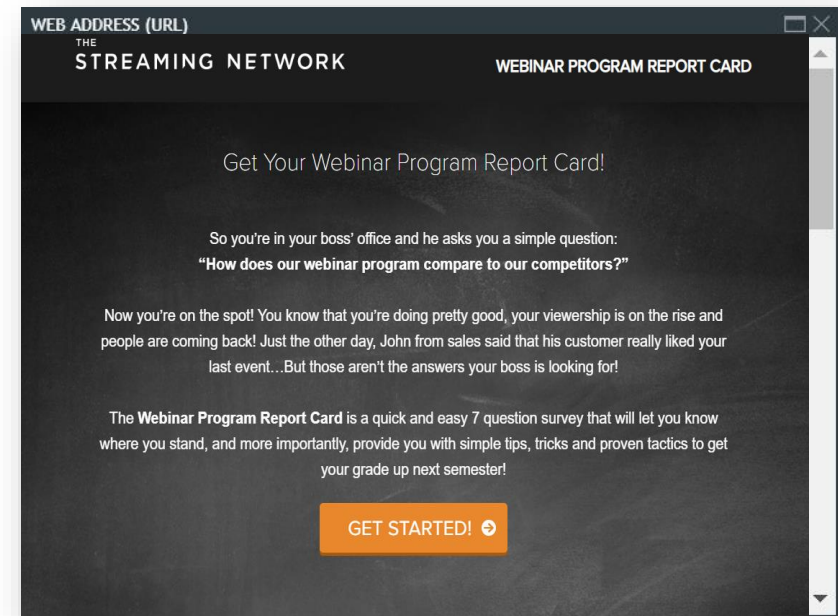
- Unlimited

## Available on the Panel Bar

- No

## Settings (required)

- WebsiteURL







# IMAGE + URL

Include the “Image” panel and insert imagery on the console by uploading a file to the CMS (or use existing CMS files). Images can be linked to third party websites, if desired.

## Max. # Image Panels Allowed

- Unlimited

## Available on the Panel Bar

- No

## Settings (optional)

- Scale of Image
- If Clickable, Link Destination

## File Requirements

- JPG, PNG, GIF

The screenshot displays the Engage Labs webinar interface. At the top left is the Engage Labs logo. The interface is divided into several panels: a VIDEO panel on the left showing a person speaking, a SLIDES panel on the right titled "PLANNING FOR ENGAGEMENT" with three bullet points, and a HANDOUTS widget in the center. The HANDOUTS widget lists three items: "Get the Webinar Survival Guide", "Subscribe to our podcast", and "Get your Webinar Report Card", each with a "VIEW" button. Below the HANDOUTS widget is a "QUESTIONS & ANSWERS" section with an "Ask a Question" input field and a "SUBMIT" button. At the bottom right, there is a "CHECK OUT THE ROI E-BOOK IN THE HANDOUTS WIDGET" link and a "DOWNLOAD THE WEBINAR ENGAGEMENT EBOOK NOW" button. A large blue arrow points upwards from the bottom right towards the "DOWNLOAD THE WEBINAR ENGAGEMENT EBOOK NOW" button. At the bottom of the interface is a navigation bar with several icons: a refresh icon, a play icon, a chat icon, a document icon, a person icon, a screen icon, and a clipboard icon.



# EXIT ACTION

When setting up your event you can set up an Exit action. During the live webinar when you click to END WEBCAST, you can direct attendees to a website. During the On-Demand version of the event, attendees will also be sent to the desired URL.

## Max. # Exit Actions Allowed

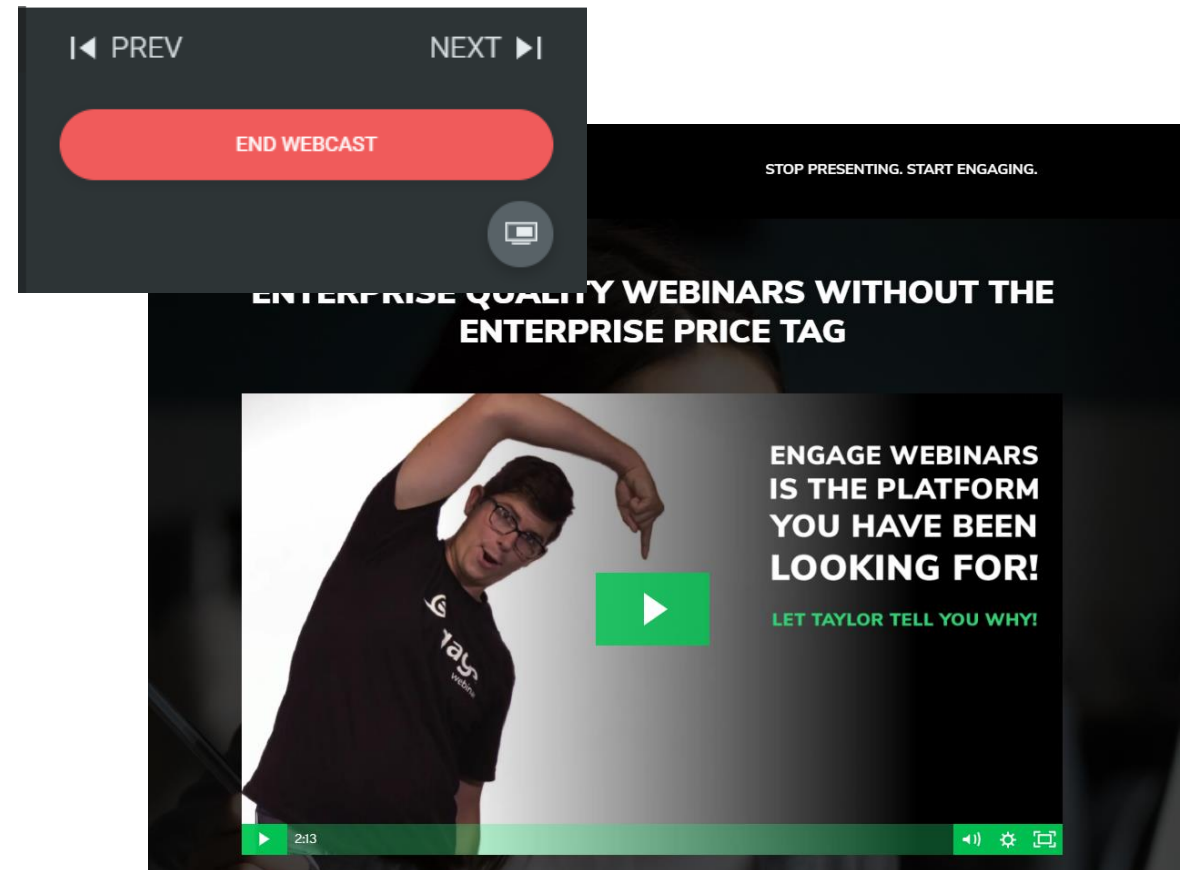
- 1

## Available on the Panel Bar

- No

## Settings (required)

- URL





# INVITE A FRIEND

Increase registration and attendance by including the “Invite a Friend” panel. This will allow attendees to invite friends or colleagues to register and attend the webinar.

## Max. # Invite Panels Allowed

- One

## Available on the Panel Bar

- No

The screenshot shows a window titled "INVITE A FRIEND" with a close button in the top right corner. The main heading is "Invite a Friend". Below this, there are three input fields: "From:" with the text "Attendee@gmail.com", "To:" with the text "(required)" and a note "(use commas to separate multiple addresses)", and "Personal Message:" with a large empty text area. At the bottom left of the form is a "Send" button.

[CLICK HERE](#) TO VIEW OUR ENGAGE LABS EVENT  
*HOW TO DRIVE ENGAGEMENT IN YOUR NEXT WEBINAR!*

engage

