



## SEMI-FlexTech Member Webinar Program

SEMI-FlexTech offers members the opportunity to be featured in a monthly webinar series, a convenient, minimal-expense method of educating and connecting the industry.

Organizations accept this invitation for several reasons:

- 1) Position as flexible electronics thought-leaders
- 2) Announce new technology or capabilities
- 3) Introduce themselves to the greater community

We look forward to working together to meet your objectives in each of these categories!

### Planning the Webinar

*Topic:* Webinar topics are mutually agreed topics of technical and/or market appeal to SEMI-FlexTech members. The information could be on new or unique technical developments, observations about the market, or a segment of the market.

*Content:* Our audience expects substantial technical and market information. Please note that marketing pitches for products or descriptions of products receive very low satisfaction ratings by the attendees. Please do not plan marketing pitches for products, but rather, a review of a technical or process development that would be of broad interest.

*Speaker Deliverables:* Once the topic is decided, you create an abstract, a short bio of the speaker(s) and a brief statement or list on what type of audience will be interested in the information. One speaker is ideal, 2 is tricky, and 3 can be difficult due to the nature of the webinar platform. We understand the advantages of multiple speakers and will work with you accommodate and enable smooth transitions.

*Platform:* SEMI-FlexTech hosts and promotes these 1 hour webinars on the GoToWebinar platform.

There are 3 levels of participants for the webinar:

- 1) Organizers - see all controls, including starting and stopping, and recording the webinar. This will include Heidi Hoffman and Thomas Viano. We can also see all the attendees as they join and the Questions panel of the control panel.
- 2) Presenters - can be passed control of the screen or just mouse and click control. Can also submit questions.
- 3) Attendees – they see a small control panel with the ability to enter their questions any time during the webinar. They cannot see the whole Q&A box or the attendee panel.

*Picking a Date:* We agree upon a mutually-agreed upon date- usually 2-4 months in advance. We also will agree to a date to practice the webinar, usually 1 day to 1 week ahead of the actual time where we will introduce you to the agenda, advancing slides, taking Q&A.

*Online Links:* SEMI-FlexTech will set up the webinar in the GoToWebinar application and send a link to the presenter and a separate registration URL for your invitees.

### Running the Webinar



*Practice:* During the practice session, we work with the speaker to ensure the technology is working well on both of our ends. We decide upon slide advancing and other practicalities to ensure a smooth experience for the attendees. We require a copy of the slides and may ask for changes.

On the day of the webinar, we provide an introduction, invite viewers to input questions into the Q&A box in the GTW control panel, and then turn it over to the speaker. At the end of the webinar, if there is time, we ask the questions that have been submitted, or ask questions we have prepared ahead of time.

*Typical Timing:* The webinar usually follows this pattern:

T-20 minutes – All organizers and presenters get on the line

T= 0 – SEMI-FlexTech moderator will welcome and give a brief introduction to FlexTech and introduce the speaker

T= 5 – Presenter will begin your 30-40 minute presentation

T= 35-45 – Moderator will thank the presenter and begin to ask questions.

T= 55 – Moderator will wrap up questioning and thank the speaker and attendees

### **Marketing Expectations**

SEMI-FlexTech will market the webinar via direct email, LinkedIn Groups, and Twitter. We also ask you to let your customers, partners and vendors know of the webinar through direct emails and social media.

We cannot guarantee an audience for any given webinar – having found that it really depends on the materials and whatever else is happening at that time. We typically get between 200 and 50 registrants, about half of whom actually join at the designated time. In addition, we reserve the right to cancel the webinar (although we hope we never have to!).

### **After the Webinar**

We will send you the registration list as well as any questions we were not able to get to during the webinar. The webinar is recorded and will be made available for post-event viewing.

**Contact Person:** To discuss scheduling a webinar contact Heidi Hoffman – [hhoffman@semi.org](mailto:hhoffman@semi.org).

**We hope this document has provided answers to your basic questions around doing the webinar. Thank you for engaging!**



### **Checklist for Practice:**

- Introductions
- Sound check
- Experience with GotoWebinar
- Slide review
- Introduction to control panel
  - o Demo review/ Video review
  - o Timing the control switch
- Moderator
- Webinar flow
- prepared Q&A
- Poll (if we want)
- Recording & availability
- Follow-up to expect