

Webinar

What is a webinar

A webinar is an online meeting or presentation held via the Internet in real-time which connects individuals with viewers across the world.

It is an easy tool to reach a large and dispersed audience and to set up discussions, share PowerPoint-presentations or multimedia content. Interaction with the viewers is possible, mostly through polls and questions, in a chat application.

A webinar is suited for transferring a limited amount of information and content that changes frequently.

However, in some cases a webinar is less applicable: for example, if you need to practise skills or learn just in time.

Why using a webinar as learning technology

- It is easy to develop
- It is time and cost efficient
- It is easy for viewers to participate
- It can be recorded and reviewed
- And it is possible to reach a large audience at once

Advantages

- It is easy to develop
- It is time and cost efficient
- It is easy for viewers to participate
- It can be recorded and reviewed
- Reaches a large audience at once

Less suited for

- Fast changing learning contents
- Large amounts of cognitive information
- Full interaction with the audience
- Unstable internet connection

Want to learn more about the benefits of a webinar? Fill in the decision tool and find out which tools will serve your goals.