**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

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| **Advantages** | **Less suited for** |
| * 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 | * 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.