



Webinars On-Demand® Service

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Contracts On-Demand (Pty) Ltd (COD) Webinar Training Services



COD has for many years organised training Workshops, gaining recognition for covering a wide range of subjects affecting the productivity of the Built Environment industry and attracting many respected trainers. For the past six years we have also built up experience and expertise in organising and running online Webinars for Voluntary Associations and other organisations. In doing this, we have developed online systems that automate the required processes, especially those associated with commercial Webinars and Webinars offering Continuing Professional Development (CPD) qualification.

We partner with these organisations in marketing and holding the Webinars and share the revenue obtained with them so that there are no upfront costs levied for our services.

Covid-19

As the Government of South Africa declared the impact of COVID-19 a National State of Disaster, organisations who have traditionally held live events (i.e. functions, conferences, workshops, training courses), are now forced to adapt to online practices. Hopefully, when all the uncertainty and the virus itself has passed, the organisations that have adapted to the new ways of doing business, will be able to revert back to traditionally held live events, but still be able to benefit from the newly acquired understanding of the advantages of online technologies and Webinar Services, and benefit from access to a much wider and broader market beyond that of the lecture room.



Earn Maximum Revenue from Webinars

Take advantage of our Webinar Management Services, Automated Systems, Experience and Expertise

Webinars On-Demand is a value-added Service offered by Contracts On-Demand (Pty) Ltd (COD) for organisations to run their own Webinars/Online Courses or Webinars in conjunction with their live events (i.e. functions, conferences, workshops, training courses), but with expert assistance from COD.

In order to organise a successful Webinar conforming to best practice, it is important to note that it is much more than just the use of the available Webinar technology such as Zoom, but requires other functions that contribute to a successful online event.

The Webinars On-Demand Service also offers organisations the opportunity to generate income from converting their training courses and events to online. We do not charge an up-front fee for this Service but share the risk by sharing the revenue with you, on a negotiated basis.

For the purposes of clarity, we use the following definitions:

- **Webinar**

A broadcast live online commercial event that seeks and caters for paying Delegates and is usually under 4hrs in duration.

- **Online Workshop/Seminar/Course**

A broadcast live online commercial event that usually replaces an event that has the physical presence of Delegates. It therefore caters for paying Delegates and is usually one to two days in duration.

- **Tutorial**

A broadcast live online non-commercial event, that usually does not charge Delegates and uses online meeting/conferencing facilities - a flat-fee is charged by COD.

- **Video Recording Service**

A non-broadcast service where a video recording is made of a Trainer's presentation for future use, whether for Webinars or for an Online Workshop/Seminar/Course, or for use as a Study Aid within the CPD On-Demand Service. The recording can either be made using the Zoom video facility or by using this, in combination with Webinars On-Demand's HD camera and audio equipment connected to it.

- **Joint physical Event and Webinar**

A traditional Event attended physically by Delegates, but also Broadcast live as a Webinar, using Webinars On-Demand's HD Cameras and sound equipment.

About Webinars On-Demand Services:

The 'Webinars On-Demand Service' is integrated with our CPD On-Demand Service on our e-CORE Digital online training platform. It facilitates live CPD Webinars and is offered to any Voluntary Association or training organisation and provides the following COD services:

1. Obtaining CPD Validation for the Webinar

2. Webinar Digital Marketing

- ▶ Production of a short Webinar Intro/Promo Video for marketing distribution
- ▶ Digital marketing of the Webinar via e-mail and social media platforms
- ▶ Marketing of the Webinar to our 10 000 registered Users of e-CLOUD Construction
- ▶ Provides link access to our Webinar Seat Reservation System

3. Setting-up the Webinar online

- ▶ Provision of Zoom Webinar System (Optional)
- ▶ Setting up the Webinar description, date and time within the Webinar System, e.g. Zoom.
- ▶ Setting up the 'waiting room', Webinar Delegate Reservation System, dates for Delegate e-mail reminders

4. Online Delegate Seat Pricing, Reservation, Booking, Payment and Invoicing System

- ▶ Two seat prices, one for those not requiring CPD Points and one for those that do
- ▶ Seat price discounts for group bookings
- ▶ Use of Vouchers to provide seat price discounts for other reasons (see below)
- ▶ Initial Online Delegate Seat Reservations
- ▶ When sufficient Delegates have reserved seats, use of our online Seat Booking and Payment system
- ▶ Automated Invoicing
- ▶ Financial Reporting

5. Webinar Facilitation

- ▶ Liaison with Trainers prior to Webinar date
- ▶ Provision of a Webinar Facilitator on the day
- ▶ Webinar Video recording
- ▶ Webinar CPD Quiz set-up
- ▶ Reports on: Registration, Attendance, Q & A's, Polls, Webinar feedback
- ▶ Electronic Workbook and Handouts downloads for Delegates

6. Delegates access to the CPD On-Demand Service

- ▶ Webinar CPD Quiz completion for up to three days after the Webinar
- ▶ Automatic production of Webinar CPD Certificate when a Delegate passes the Quiz
- ▶ Provision of a Delegate Online Personal folder containing their CPD Certificates
- ▶ Delegate access to the Webinar video recording for future reference
- ▶ Delegate access to all CPD On-Demand Service 'Study Aids'

7. Including of Webinar video recording in the CPD On-Demand Service as a 'Study Aid'

- ▶ Preparing Webinar Video for suitability as a 'Study Aid'
- ▶ Loading the 'Study Aid' into the CPD On-Demand Service with price
- ▶ Earning recurring revenue from the 'Study Aid'

8. Delegate Help Desk Support

- ▶ Availability of telephone and e-mail support for marketing and Delegate problems
- ▶ Loading the 'Study Aid' into the CPD On-Demand Service with price

The Webinar Online System

We normally work with the Zoom Webinar system to host the Webinars, but we can use any other comparable system. You may be familiar with using Zoom meetings. However, COD owns a license for the Zoom Webinar system, which has many more facilities for holding Webinars, than does the normal Zoom meeting system. These additional facilities include:

- ▶ Setting up a Webinar Registration page
- ▶ Delegate authorization
- ▶ e-mail Delegate reminders
- ▶ Control of Delegates cameras and audio
- ▶ Control of the Presenter(s)
- ▶ Delegate Polls and Q & A's
- ▶ Video recording of the Webinar
- ▶ Group Delegates into 'break-out' rooms
- ▶ Virtual backgrounds
- ▶ Rehearsals prior to the Webinar
- ▶ Waiting room facility until the Webinar is broadcasted
- ▶ Interface with YouTube and Facebook live streaming to facilitating unlimited number of Delegates

It is therefore not necessary for your organisation to incur costs relative to this Webinar system, as COD currently subscribes to this service.

The Automated Webinar Delegate Seat Reservation, Booking, Payment & Invoicing System

COD provides an optional integrated online Delegate Seat Reservation, Booking, Payment & Invoicing Service based on its unique online automated system. This enables your organisation to automate this function and save a substantial amount of time and cost in generating invoices and chasing Delegate payments. COD provides you with transaction reports so that you have a full financial overview. Delegates can pay by Credit/Debit card or EFT. COD will only grant pre-paid Delegates access to the Webinar.



Webinar Discount Vouchers, Seat Prices and Seat Discounts

COD has developed a special Seat Discount Voucher for use with our online Booking, Payment and Invoicing system. This Voucher can be sent to each Association Member in order to provide them with a Member Seat Discount. This serves two purposes: It markets the Webinar to Association Members and it provides them with additional value for their membership fees.

The Webinar Seat Price and Member Seat Discount will be agreed jointly. The Member Seat Discounts being provided via Webinar Discount Vouchers.

As part of the online Webinar Booking, Payment and Invoicing System, the system can cater for both Seat Discount Vouchers, and also offer a lower seat price for those not wanting CPD Credits from the Webinar.



Specialized HD Cameras & Audio Equipment

Your organisation can also take advantage of our specialized cameras and audio equipment for your live events and remotely controlled to interface with the Webinar system. This can turn your live events into Webinars as well and you can therefore provide access to your live events for additional online Delegates.

This camera and audio equipment can also be used to record offline training sessions at higher quality, to broadcast as Webinars at a later date.



CPD On-Demand Service

Contracts On-Demand has developed and operates a Service called CPD On-Demand, whereby Professionals can view training Webinar videos, etc to earn CPD Credits. COD can load your Webinar videos into this Service and thus provide you with the ability to earn recurring revenue on an ongoing basis, from the purchase and viewing of these videos.

CPD Validation

COD will assist you in obtaining CPD Validation for your Webinars, should your Webinar video or the Speaker's PowerPoint presentation be made available to feature in CPD On-Demand. The copyright to this content is retained by whoever owns it.

CPD Online Test/Quizzes for your Webinar

We provide you with the option, to have an online CPD Quiz/Test setup for Delegates, available for them online, directly after the Webinar for them to complete and pass, to qualify for their CPD Credits. On reaching the required pass mark, a CPD Certificate Completion Certificate is automatically generated and can be used to claim CPD credits.

Webinar Videos for the CPD On-Demand Service®

COD has perfected a low cost method of video recording Webinars, whether they be associated with a live event or not, and then converting and editing these video recordings into training material (Study Aids) for insertion into our CPD On-Demand Service that provides online training 24/7 as well as providing organisations with additional revenue earning opportunities.

Benefits to your organisation in using the Webinars On-Demand® Service

We provide you with:

- ▶ Webinar Consultancy Services
- ▶ A 'Webinar Facilitator' to manage your Webinars, thus smoothing the process and providing all the functionality as listed above
- ▶ Use of our systems, expertise and experience
- ▶ Camera and audio equipment for use at your live Webinar events
- ▶ Time savings
- ▶ Costs savings in you not having to subscribe to the Webinar system e.g. Zoom Webinar
- ▶ Lower cost training options for a wider audience, including low-cost video production
- ▶ Cost savings in not having to provide printed Workbooks, Agreements and Contract Data Documents
- ▶ Online Webinar CPD testing/Quiz facilitation
- ▶ Participation in CPD On-Demand for your organisation
- ▶ Digital Marketing before and after the Webinar
- ▶ Automated Delegate Invoicing and payment collection (if required)
- ▶ Booking, payment and invoicing Service (if required).
- ▶ Method of reducing any financial loss, if the Webinar does not attract enough Delegates to make it financially viable.
- ▶ Seat price discount methodology

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