The Redback Platform - Tools and Features
... and what it means for your web conferences and webinars!

2015
These days, interactive and engaging online meetings and events are not just desired – they’re essential. In this guide we walk you through the main features within the Redback Platform and provide you with advice on how to best use them within your web conferences and webinars.

As you explore this document, you may find that some features will require you to promote your attendees to presenters in order to make your meetings more collaborative. For more information on how to do this and activate many others, click here to access our support guides.

**The Web Conference**

A web conference is an online method of collaboration that imitates a traditional face to face meeting. All attendees are able to share presentations, annotate on shared documents and utilise webcams. Web Conferences sometimes combine a teleconference in order to allow for verbal discussions.

Web Conferences are commonly used for:

- Educating with Online Training
- Delivering Sales Presentations
- Providing Technical Support and Training
- Enhancing Business Meetings
- Hosting Board Meetings
- Collaborating on Projects

**The Webinar**

A webinar is a one-to-many method of communicating online. A presenter delivers content with the use of a PowerPoint presentation and at times, appears via webcam.

Many choose to use facilitators or moderators within their webinars to assist with launching features, increasing engagement, handling technical enquiries and managing Q&A Sessions.

Webinars are ideal for:

- Hosting Professional Development Sessions
- Delivering Online Training and Education
- Running Lead Generation Events
- Launching New Products
- Delivering Research Results and Content Marketing
- Corporate Announcements and Updates
## Web Conferencing vs. Webinars

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<th>Web Conferencing Use</th>
<th>Webinar Use</th>
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<tr>
<td><strong>Slide Show</strong></td>
<td>Upload your PPT presentations into the platform complete with animations. Your presenter can then use arrows to move slides back and forth and present with ease.</td>
<td>☑ Promote attendees to presenters and allow them to collaborate with annotation tools ☑ Include blank slides within your PPT for online training and brainstorming sessions ☑ Use opening slides to communicate your agenda</td>
<td>☑ Use opening slides to provide instructions, presenter bios and branding ☑ Use slides to prompt Q&amp;A and polls ☑ Utilise your thumbnails and notes sections</td>
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<tr>
<td><strong>Desktop Sharing</strong></td>
<td>Presenters can share their screen in real time - whatever appears on your monitor will appear for your attendees. Allow attendees to share their desktops by promoting them to presenters.</td>
<td>Demonstrate software, train attendees on business applications and brainstorm by sharing spreadsheet, word documents and other applications.</td>
<td>Use Desktop Sharing to present websites and examples that complement your presentation in a webinar environment. Tip: Refrain from using this feature to share videos, see the video player feature!</td>
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<tr>
<td><strong>White Board</strong></td>
<td>Launch a blank canvas and promote attendees to presenters, giving them the ability to draw, annotate and collaborate. You can then take a snapshot of your whiteboard and send it to everyone within your meeting.</td>
<td>Perfect for brainstorming and collaborating. Promote attendees and allow them to: ☑ Type text ☑ Use arrows, shapes and lines ☑ Highlight and annotate</td>
<td>Looking to explain a process or illustrate a concept? Use the white board as a blank canvas throughout your webinars to engage your online audience.</td>
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<tr>
<td><strong>Video Player</strong></td>
<td>Stream videos directly from YouTube or upload files and play within your online event. Accepted formats include: .avi, .flv, .mov, .mp4, .mpg, and .wmv</td>
<td>Add dynamic content to your web conference with use of the video player. Use for product launches, corporate videos or announcements.</td>
<td>Increase engagement during your webinars - break the ice, introduce new concepts and accommodate visual learning styles by layering in a video component.</td>
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<tr>
<td><strong>Notes</strong></td>
<td>Think of a virtual Microsoft Word document with the ability to save to a variety of file types.</td>
<td>Set the agenda of your online meetings. Launch at the beginning of your meeting or use to take meeting minutes and then save in your desired format.</td>
<td>Set the scene of your webinar or outline key learning objectives. Promote attendees to presenters to increase collaboration and gather feedback.</td>
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### The Feature

#### Live Video (Webcams)

Activate unlimited webcams in an online meeting or event. Each webcam will appear as a tile either alongside your presentation or in its own tab.

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#### Customisable Layout

Choose your own layout based on your desired meeting or event. Change the position of your media modules, chat box and update your colour scheme.

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#### Polling

Ask for, receive and share feedback with in-room polling. Share results, launch anonymous polls and pre-load questions for ease of use. All responses can be exported once your event is over.

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#### In-room Surveys

Pre-populate survey questions and launch the application directly from within the platform. Utilise radio buttons, text, checkboxes, dropdown boxes and open ended responses.

### The Definition

#### Web Conferencing Use

Ideal for Board Meetings, Sales Presentations and Collaborative Discussions – activate webcams alongside your PPT or choose to launch independently.

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#### Webinar Use

Putting a face to a name will increase engagement during your webinars. If bandwidth is an issue, consider activating webcams for your introduction and Q&A sessions only.

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### Recommendations:

- Ensure all media modules are activated
- Activate webcams on the right panel
- Ensure chat box is open to increase collaboration
- Ensure webcams and presentations are positioned in different panels
- Activate in-room surveys in new panels
- Ensure chat box is open to increase collaboration

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### Web Conferencing vs. Webinars

- **Ideal for Board Meetings, Sales Presentations and Collaborative Discussions** – activate webcams alongside your PPT or choose to launch independently.
- **Putting a face to a name** will increase engagement during your webinars. If bandwidth is an issue, consider activating webcams for your introduction and Q&A sessions only.
- **Capture feedback** while it is fresh! This feature can be activated at any time during your webinar and will allow you to:
  - Increase your response rates
  - Allow attendees to ‘opt-in’ for Lead Generation Webinars.
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<td><strong>Chat Box</strong></td>
<td>The chat box allows your attendees to post questions, thoughts and comments when they are unable to communicate verbally. Transcripts from this feature can be downloaded after each online event.</td>
<td>Encourage attendees to post questions and interact with one another through this feature. Consider using the ‘private messaging’ feature for private conversations.</td>
<td>Consider using a facilitator to monitor all questions that come via the chat box. Utilise ‘highlighters’ to keep track of questions and comments and encourage attendees to chat amongst themselves in order to enhance networking opportunities and build online communities.</td>
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| **Announcements** | The second tab situated above your text box. Perfect for when you want your message to stand out and ensure it doesn’t get lost within your Chat Box. Time announcements, pre-populate and save them for future use. | Use this feature to send blast messages to your online audience. Perfect for communicating a change in audio methods. | Use this feature to notify your attendees of important announcements. E.g.  
- The local dial in number for those experiencing audio issues  
- The presenter’s contact details for those who want more information  
- A prompt for attendees to complete the survey |
| **Documents Folder** | Got something to share? Use the Documents Folder to upload PDFs, Excel Documents, Word Documents and Links | Perfect for supporting documentation - upload a copy of your PowerPoint presentation or meeting agenda to the documents folder. | Provide your attendees with something extra during your webinar. Complimentary white papers, links to websites and additional content work a treat! |
Are you looking to run a webinar program?

Easily accessible online meetings – it’s arguably one of the most important requirements when selecting a provider and we get that.

Our Online Events Services are designed to minimise internet bandwidth demands, hosted and supported in Australia and are fully managed and supported by our local team of Dedicated Event Managers.

Local 1800 free call support is also available to you and your users meaning that any joining issues are always resolved within seconds and the burden is completely removed from you.

Let us handle all administrative and technical tasks to ensure that each online event is managed with an unprecedented level of professionalism and sophistication. Simply choose your desired topic and presenter and we’ll take care of the rest!

It’s webinars, The Redback Way:

- Completely Managed Webinars and Webcasts
- Australian Hosted Technologies
- Local, Human Customer Support for you and your attendees
- Competitive Rates
- Host your event from our Sydney CBD Studio

If you would like to find out more on our online event services, please click here or call us directly on 1800 733 416!

“During the early stages it’s critical to focus on the content and delivery of the webinar program.

Having someone take care of all administrative duties, technical support and provide you with consultative advice really is priceless

– the whole process was incredibly pain-free.”

Sarah Dixon
Australian Hand Therapy Association