



## **Don't Know How To Conduct A Webinar? Here's How NOT To Do One**

*Special, one-time event will explore what works, what doesn't and what's an absolute "no-no" when it comes to conducting webinars.*

Peterborough, NH ([PRWEB](#)) September 30, 2010 -- Chris Brogan, professional speaker, consultant and new media marketing guru, will present his webinar, "How Not to Do a Webinar" on Friday, Oct. 8 from 1-2 p.m. EDT. As part of the MTO Summit Webinar Tech Series, this special, one-time event will explore what works, what doesn't and what's an absolute "no-no" when it comes to conducting webinars.

According to Brogan, as webinars become an increasing part of our learning mix, from virtual trade shows to event extras (and sometimes replacements), these events are on people's calendars more regularly than ever before. But not everyone knows how to carry out effective webinars, and many people have attended their fair share of clunkers, he said. Yet, there are many things presenters can do to improve their webinar's creation, delivery, and ultimately, effectiveness, he added.

"I'll be covering some of the common flaws and oversights of webinars that people give, and then will go deep into best practices to help improve the quality of your webinars and the results you want," Brogan said. "(Attendees) will take away some sense of what makes for good webinar graphic production, good voice delivery, good storytelling technique and also how to build towards the close you want, without selling like an obvious sales pitch."

According to Brogan, this is a must-attend for anyone who gives webinars, including their content teams and professionals who may find themselves in the position of having to conduct a webinar. This special event is sponsored by a2z Inc.

For more information and to register for this not-to-miss event, go to:  
<https://www1.gotomeeting.com/register/632529160>

Those interested in attending this webinar also may be interested in participating in the MeetingTechOnline MTO Summit, which will feature the launch of the TSNN Event Excellence Awards, scheduled Nov. 9-10 at the Hilton Alexandria Hotel in Alexandria, Va. For a full schedule and to register go to [www.mtosummit.com](http://www.mtosummit.com).

### **About Chris Brogan**

Chris Brogan consults and speaks professionally with Fortune 100 and 500 companies like PepsiCo, General Motors, Microsoft and more on the future of business communications and social software technologies. He is a New York Times bestselling co-author of "Trust Agents", and a featured monthly columnist at Entrepreneur Magazine. Chris's blog, [chrisbrogan.com](http://chrisbrogan.com), is in the Top 5 of the Advertising Age Power150. He has more than 11 years of experience in online community, social media and related technologies. Chris is president of New Marketing Labs, a new media marketing agency serving primarily Fortune 100 and 500 clients, and president of Human Business Works, an online education and community company for small businesses and solo entrepreneurs.

### **About MTO Summit**



In 2008, Tarsus Advon launched MTO Summit, a series of executive level conferences, which bring together the buyers and supplies of technology in the events industry. The goal of MTO Summit is to bring an extension of MeetingTechOnline Web site into reality with a face-to-face networking event. These nationwide conferences educate association executives, show producers and management on technology in the events industry, and introduce technology suppliers who are changing the way technology is used. For more information and to register for the MTO Summit go to: [www.mtosummit.com](http://www.mtosummit.com).

#### About Tarsus Advon

Based in Austin, Tarsus Advon oversees online publications and community portals that provide technology information and education for the event and trade show industry. Tarsus Advon also conducts research with show organizers, technology suppliers and industry experts. Qualitative and quantitative data are respectively gathered through primary sources and survey analysis. Events are designed to educate event and exhibition professionals about the latest trends and developments in technology. Tarsus Group acquired Tarsus Advon in 2010.

#### Press contact:

Arlene Shows

TSNN

Arlene Shows

[ashows\(at\)tarsus\(dot\)com](mailto:ashows@tarsus.com)

603-925-1160

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**Contact Information**

**Arlene Shows**

603-925-1160

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