



A Successful Investors Relations Webcast

Step-by-step plan

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ROYALCAST.

The RoyalCast formats

Company Webcast's RoyalCast formats guarantee that your webinar and/or webcast will be a success. They describe the entire process for a professional broadcast, from preparation to post-broadcast analysis. The formats are based on 10-plus years of experience and international research. The RoyalCast formats cover the following 4 areas:

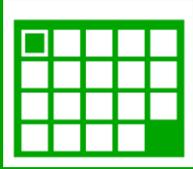
- Internal communication
- Marketing & external communication
- Training & development
- Investor relations

Each format contains the recipe for a successful broadcast. Based on best practices, background information, numerous practical examples and useful tools, they guide you through the whole process from start to finish.



Elements of a successful webcast

Planning



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1. Planning & registration
 2. Notification, reminders & follow-up

The live webcast



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3. Audiovisual recording
 4. PowerPoint & menu
 5. Interaction

Follow-up



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6. On-demand recording
 7. Evaluation & statistics

>> Planning

1. Planning & registration

Planning

- Actively announce the broadcast 2 weeks in advance.

Registration

In terms of registration details, only ask for:

- Title;
- First name and surname;
- E-mail address;
- Company name;
- Job title.

More information

- Optimising landing page and registration details [>>](#)



“Having fewer input fields results in more viewers”

2. Notification, reminders & follow-up

Type and timing

- Confirm registration.
- Invitation via digital calendar so that date/time will be blocked.
- 2 e-mail reminders:
 - 1 day in advance;
 - A few hours before the live webcast.
- Send follow-up e-mails on the day of the webcast:
 - Shows and no-shows;
 - Link to on-demand webcast;
 - Send any relevant additional information.



i More information

- The reminder campaign: increases the conversion percentage >>

💡 Inspiration & examples

- Confirm registration >>
- Invitation via digital calendar >>



“Sending reminders results in more viewers”

3. Audiovisual recording

Ensure a high-quality audiovisual recording. This is essential for every webcast.

Video webcast

Hire in a professional AV company for a flawless broadcast. That company will take care of the entire operational side of the webcast and will arrange:

- Audio for all speakers for optimal sound quality;
- Amplification in the room so that the live audience can hear the presentation clearly;
- Cameras and crew;
- Broadcasting technician.
- A title bar to introduce the speaker(s).



Key tools:

- Production manual for on-location broadcasts: camera, lighting, audio & scenery >>



“On average, a video webcast is followed for 55% longer than an audio webcast”

4. PowerPoint & menu

PowerPoint slides that hold the attention

Place the most important information at the beginning and the end:

- Begin with the highlights;
- End by summing up and looking ahead.
- Cover 1 topic per slide.
- Highlight the key figures in tables and charts.
- Use a square font rather than a curly one, min. size 14 pt.
- Add relevant images wherever possible.
- White background.
- Guideline for number of slides: max. 20 slides per 30 minutes.

Menu

Supply a separate text file containing the webcast's agenda items, including introduction and conclusion.

Advantages of a menu:

- Easy on-demand navigation
- Indicates which agenda item the live webcast has reached.

SansSerif Square font

Serif Curly font



This is font size 14 pt.



“The biggest challenge in an IR presentation is to maintain the balance between detail and content”

More information:

- PowerPoint: optimising and professionalising [>>](#)

Key tools:

- Last-minute checklist for PowerPoint presentation [>>](#)
- PowerPoint slides do's and don'ts [>>](#)
- Criteria for a PowerPoint presentation Company Webcast [>>](#)

Inspiration & examples:

- IR indexing [>>](#)
- Video instart [>>](#)
- Clear PowerPoint slide in player [>>](#)
- Unclear PowerPoint slide in player [>>](#)
- Diagrams and images – an overview [>>](#)

5. Interaction

Interaction is essential

- Interaction stimulates engagement.
- Accepting and answering questions is essential in order to win investors' confidence in the company and hence maximise the share price.

Asking and answering questions

- Use 'ask a question' in the webcast:
 - Stimulate interaction with the online audience;
 - Accept questions from the online audience.
- Set up a conference call at the same time as the webcast so that contacts can ask questions directly in the broadcast.
- Answer questions from the physical and online audience verbally in order to gain viewers' confidence.



More information:

- Optimally engaging participants via 'live chat' or 'ask a question' >>



Inspiration & examples:

- Ask a question >>



“Accepting and answering questions is essential in order to win investors' confidence in the company and hence maximise the share price”

6. On-demand webcast

On-demand webcast:

Making the recording available on-demand at all times:

- Increases the reach among stakeholders;
- Reference work including search function.

Important points:

- Set up 'ask a question' on-demand;
- Index the Q&As based on the webcast transcript;
- Keep the webcast for at least 5 years.

Reuse

- Place a link to the webcast on your website.
- Promote the on-demand webcast.



More information:

- On-demand webinars: an easy way to create new, relevant leads [>>](#)



“Index the Q&As so that contacts can find relevant information quickly”

7. Evaluation & statistics

Webcast evaluation

Evaluate the webcast based on:

- The survey results;
- The statistics;
- What are the most-viewed topics;
- Recurring viewers.

Webcast survey

- Use a Likert scale where possible.
- During the webcast, ask viewers to complete the survey for a higher conversion.
- Utilise the profiling opportunities.

More information:

- [Post-webinar evaluation >>](#)

Key tools:

- [Sample questions for the survey, polls & call2actions >>](#)

Inspiration & examples:

- [Answer categories for Likert scale >>](#)



“It is important to evaluate in order to improve future communication with contacts”