

## Pricing

Most webinar vendors charge a subscription fee. Subscription periods vary, so look to see what the subscription period will be. Subscription fees might be based on a number of factors:

- Size of your organization.
- Number of software users.
- Number of webinars run during a subscription period.
- The features you want to use.
- Number of webinar participants.
- Total amount of webinar time per subscription period.

Be sure to obtain a price quote that accurately reflects your needs. It is generally a good idea to avoid services that charge by the amount of time you spend conducting each webinar. Keep in mind that **the ability to use audio and record a webinar often costs extra.**

## Interface

The most important thing is how easy the webinar application is to use. Be sure to “test drive” your webinar choices. They should be intuitive and easy to use for you and potential participants. Most vendors provide free trial periods, so take advantage of this.

## Selected Features to Consider

Many webinar vendors have similar lists of features. These features might be packaged or selected separately. Your needs may differ, but here are a number of features to consider:

- **Conference Lines** – The ability of the vendor to offer audio for participants through a phone line or using the Internet.
- **Desktop Control and Application Sharing** – The ability for a presenter to demonstrate or “take control” using a participant’s computer or vice-versa. In taking and offering control of a computer, the presenter and participants can choose the applications and areas of their computers that are to be shared with the webinar audience.
- **Recording Webinars** – The ability to record the actions and audio during a webinar for later replay.
- **Whiteboard** – An area for annotations, questions, or communicating with participants.
- **Private Chat** – The ability to chat between the presenter and selected participants without involving the entire webinar audience.
- **Polling** – The ability to measure instant audience response.
- **RSVP** – The ability to see who is attending your webinar and who is not.

### Webinar Information

A webinar, or web conference, is a way to host a meeting or training over the Internet. For more information on webinars, please see “HAPSavers – Webinar Overview” and for information on hosting good webinars, please see “HAPSavers – Hosting a Good Webinar.”

### Common Webinar Vendors<sup>1</sup>

- WebEx – [www.webex.com](http://www.webex.com)
- Microsoft GoMeeting - [office.microsoft.com/livemeeting](http://office.microsoft.com/livemeeting)
- Meeting Bridge – [www.meetingbridge.com](http://www.meetingbridge.com)
- ReadyTalk – [www.readytalk.com](http://www.readytalk.com)
- GoToMeeting – [www.gotomeeting.com](http://www.gotomeeting.com)
- Elluminate – [www.elluminate.com](http://www.elluminate.com)
- FUZEMeeting – [www.fuzemeeting.com](http://www.fuzemeeting.com)

<sup>1</sup>This list is not meant to be inclusive. Selection of a webinar vendor should be specific to your program needs. HAP does not endorse or recommend any particular webinar vendor.