

Demonstrating Value through webinars

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Why do we bother?

- These activities are “educative”

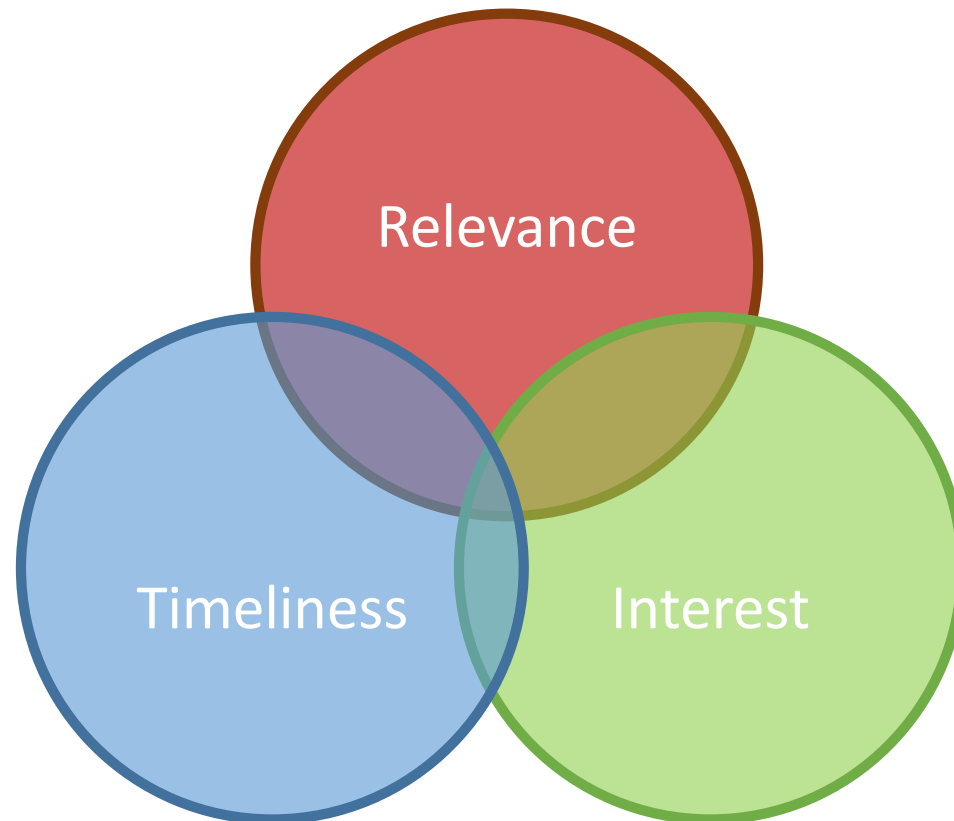
- So what can GÉANT offer?

Supplier/Sponsor Webinars

- GÉANT acts as an intermediary
- Bringing together suppliers with something to say with users who want to learn
- How to make sure the two groups are compatible?

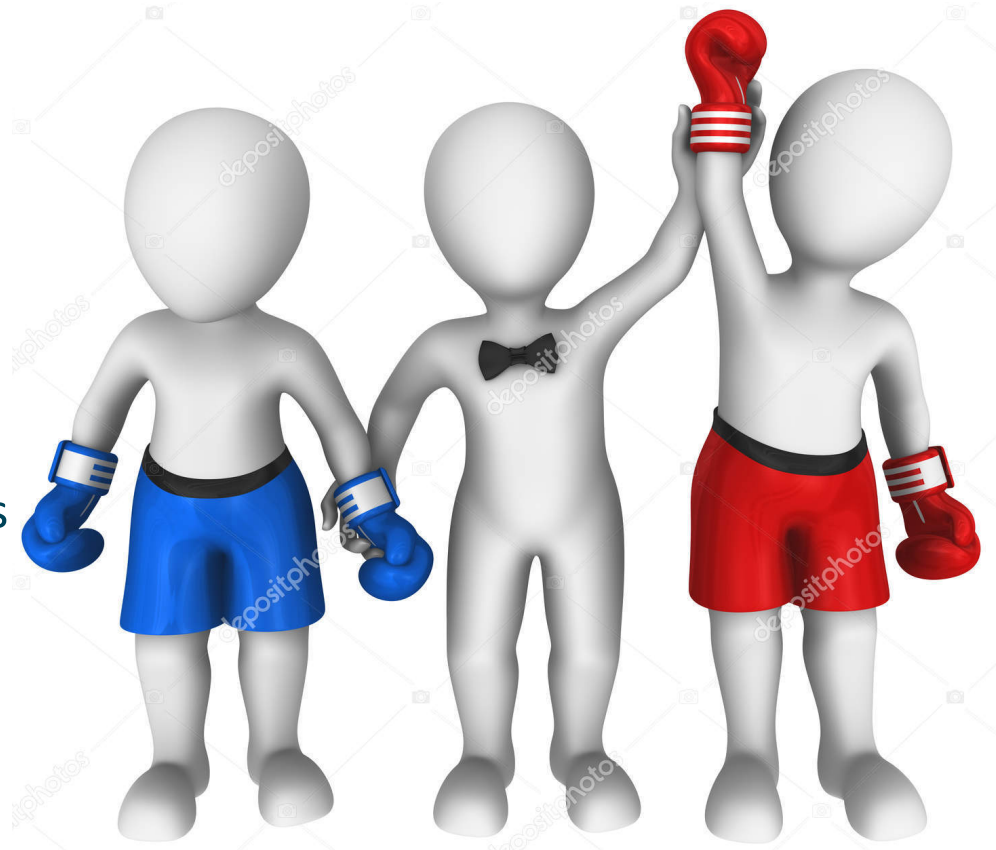


The Golden Triangle



Referee

- Suppliers/Sponsors want to sell
- Institutions/ NRENs want to learn
- GÉANT needs to referee the process
- Make sure the presenter knows the rules of the game



Our experience

- Make sure ground rules are clear
 - Education not sales – Relevance, Focus, Interest
- Enable and facilitate
- Plan
- Promote
- Set expectations

Expectation setting

- Suppliers are keen
- They love to talk

Don't over-promise attendance/results

Where now?

Over to you!

Thank you
Any questions?

