

# How to Write a Webinar Title to Maximize Registration

Make sure the webinar title is clear, specific and obtainable. The content could be mind-blowing but in order to drive registration, the title must grab attention and drive action. As the main headline for all marketing efforts, the **title should be around 10 words** and tell the audience why they should register. Avoid marketing lingo and salesy titles and instead follow the suggestions and examples below.



## ▶ CREATE A LIST

*Registrants want clear take-a-ways. Tell them exactly what they will get by including a number.*

- 5 Ways Drones Will Make Your Job Site Safer
- Construction Project Risk: 7 Common Pitfalls and How to Avoid Them
- The Dirty Dozen: 12 Most Common Compliance Mistakes in Respiratory Protection
- 6 Steps to Safety Excellence
- 10 Best Practices for Manufacturing Safe Dairy Foods and Beverages
- 7 Biggest Mistakes Manufacturers Make When Launching IoT Products

## ▶ BUILD A HOW-TO MODEL

*You are the subject matter expert, right? Help solve a problem by providing instructions that they can use immediately.*

- Step by Step: How to Build a Better Estimate
- How to Design Effective Building Exterior Walls
- How to Comply with OSHA's Rule Requiring the Electronic Submission of Recordkeeping Data
- Regulations and Refrigerants: How to Move Your Business Forward
- Natural Disasters & Extreme Weather: How to Prepare and React Using Real-Time Information

CONTENT

CEUs

BRAND AWARENESS

STRATEGY

VIDEO

BUILDING LEADS

EXPERTISE

**bnp**webinars

## ▶ INCLUDE “NEW”

*Is there a new technology, regulation, or service in the industry? Include the word “new” in the title to create importance and show relevance.*

- The New Landscape of Energy Efficiency: Utilities Incentives & HVAC Innovations
- Technology’s Role in the New ISO 9001
- Advances in Water Source VRF Technology: A New Era of Efficiency
- Construction’s Newest Career Path: Data Mining
- NFPA 70E 2015: The New Terms Of Electrical Safety

## ▶ DISCUSS TRENDS

*World news and trends are important to pay attention too. Take advantage of these trends and relate them to your industry. Include research for an added attraction.*

- Construction Technology Forecast 2018: Trends and Analysis
- Current Trends in School Design
- Developing Trends in High-Performance Building Envelopes
- State of the Industry Report: Identifying Trends and Challenges in the Year Ahead
- Global Dairy Outlook

## ▶ FEATURE “101”

*This goes hand-in-hand with “new” but adding “101” usually means that the session is for beginners and full of valuable information.*

- Fire-Rated Glass & Framing 101
- Building Science Primer: PSYCH 101
- Emergency lighting and power application 101
- Safeguarding 101 for Metalworking Machines
- Stevia 101: Reducing Sugar and Calories in Beverages

## ▶ ASK A QUESTION

*Spark interest by posing the title as a question. They must register in order to find out the answer.*

- What’s UP(S) With Lithium-Ion Batteries?
- Should You Be Converting From R-22?
- Design and Efficiency: Can They Coexist?
- 2017 Construction Forecast: Boom Bust or Draw?
- Is Your Protein Strategy Working?

## ▶ USE ACTION WORDS

*Motivate your audience to take action and make a change.*

- Prepare for An Active Assailant: Exercise Design Series
- Plan Sustainable Infrastructure
- Manage Construction Projects with Drone Data
- Design with Daylight
- Choose the Right Pump for the Application

Put together multiple titles and pick the one with the best “grab.” The next step is to prepare the content to meet the goals and objectives the title promises.

FOR MORE TIPS AND SUGGESTIONS, EMAIL YOUR ONLINE EVENT COORDINATOR OR [WEBINARS@BNPMEDIA.COM](mailto:WEBINARS@BNPMEDIA.COM)