

# Webinar or online lecture?

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*A quick audit before you promote your next session*

## Purpose

Use this audit to check whether your session is built like a real webinar or whether it is an online lecture dressed up with registration, slides, and a big-name presenter.

**A good webinar does not choose between audience value and business value. It creates the first so it can earn the second.**

## How to use the 4-point scale

For each of the 6 categories, mark the rating that best describes the webinar you are planning or reviewing. The goal is not to “win” the audit. The goal is to see what needs to be strengthened before you promote the session.

<b>1 = Not yet</b> No clear evidence in the webinar plan.	<b>2 = Weakly</b> Appears a little, but it is weak, rushed, or accidental.	<b>3 = Mostly</b> Present and planned, but it could be stronger.	<b>4 = Clearly</b> Built in visibly and intentionally.
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# The Audit

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## 1. Practical

**Lecture symptom:** The session is packed with information, but the audience has to figure out the on-the-job “so what?” for themselves.

**Real webinar standard:** Attendees leave with at least one useful idea, one better question, or one practical next action.

**Audit question:** Can the right audience picture what they would do differently tomorrow morning?

<input type="checkbox"/> 1 = Not yet	<input type="checkbox"/> 2 = Weakly	<input type="checkbox"/> 3 = Mostly	<input type="checkbox"/> 4 = Clearly
No clear evidence in the webinar plan.	Appears a little, but it is weak, rushed, or accidental.	Present and planned, but it could be stronger.	Built in visibly and intentionally.

**Notes:** What is the useful idea, better question, or next action?

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## 2. Audience-centered

**Lecture symptom:** The session is built around what the presenter wants to say or what the big-name expert usually talks about.

**Real webinar standard:** The session is built around what the audience needs to understand, decide, question, or do.

**Audit question:** Does the webinar use the audience’s language, problems, constraints, and real-world context?

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No clear evidence in the webinar plan.	Appears a little, but it is weak, rushed, or accidental.	Present and planned, but it could be stronger.	Built in visibly and intentionally.

**Notes:** Where does the webinar show, “We understand your problem”?

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## 3. Interactive

**Lecture symptom:** Questions are rushed, tacked on at the end, or treated like a nuisance.

**Real webinar standard:** Questions, clarification, and discussion are built into the plan because they are part of the value.

**Audit question:** Is there real time for questions, clarification, and practical application?

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No clear evidence in the webinar plan.	Appears a little, but it is weak, rushed, or accidental.	Present and planned, but it could be stronger.	Built in visibly and intentionally.

**Notes:** Where does interaction happen before the final five minutes?

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## 4. Engaging

**Lecture symptom:** People stay mainly because there is a prize, certificate, download, or special offer at the end.

**Real webinar standard:** People stay because the session is useful, relevant, and connected to their real questions.

**Audit question:** Would the right people want to stay, ask one more question, or continue the conversation?

<input type="checkbox"/> 1 = Not yet	<input type="checkbox"/> 2 = Weakly	<input type="checkbox"/> 3 = Mostly	<input type="checkbox"/> 4 = Clearly
No clear evidence in the webinar plan.	Appears a little, but it is weak, rushed, or accidental.	Present and planned, but it could be stronger.	Built in visibly and intentionally.

**Notes:** Strong signal: people linger, ask follow-up questions, and want to keep talking.

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## 5. Strategic

**Lecture symptom:** Success is measured mainly by registrations, attendance, or 5-star reviews.

**Real webinar standard:** The webinar supports a meaningful business result, such as trust, warmer leads, conversion, loyalty, return attendance, product use, or better performance.

**Audit question:** Does the webinar create a clear next step for the audience and the organization?

<input type="checkbox"/> 1 = Not yet	<input type="checkbox"/> 2 = Weakly	<input type="checkbox"/> 3 = Mostly	<input type="checkbox"/> 4 = Clearly
No clear evidence in the webinar plan.	Appears a little, but it is weak, rushed, or accidental.	Present and planned, but it could be stronger.	Built in visibly and intentionally.

**Notes:** What business result is this webinar supposed to support?

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## 6. Purpose-built

**Lecture symptom:** The webinar is a loosely related talk with content-heavy polished slides.

**Real webinar standard:** The audience, purpose, problem, examples, interaction, follow-up, and next step all point in the same direction.

**Audit question:** Does every major piece of the webinar support the same audience need and business objective?

<input type="checkbox"/> 1 = Not yet	<input type="checkbox"/> 2 = Weakly	<input type="checkbox"/> 3 = Mostly	<input type="checkbox"/> 4 = Clearly
No clear evidence in the webinar plan.	Appears a little, but it is weak, rushed, or accidental.	Present and planned, but it could be stronger.	Built in visibly and intentionally.

**Notes:** What feels disconnected, extra, or off purpose?

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## Scoring guide

21–24	Strong webinar foundation. The session is likely built as a real webinar, not just an online lecture.
16–20	Good start. Several elements are working, but the plan needs tightening before promotion.
11–15	Risk zone. The session may be drifting toward an online lecture dressed up as a webinar.
6–10	Major redesign needed. The session is likely not ready to promote as a real webinar.

## Reflection

What is the strongest part of this webinar plan?

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What is the weakest part?

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What needs to be changed before promotion?

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What would make the right audience glad they gave you their email address?

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## Comparison of Webinar and Lecture

Category	Lecture symptom	Real webinar standard
Practical	Lots of information, but no clear next action.	Attendees leave with at least one useful idea, better question, or next action.
Audience-centered	Built around what the presenter wants to say.	Built around what the audience needs to understand, decide, or do.
Interactive	Questions are rushed or tacked on at the end.	Questions, clarification, and discussion are built in.
Engaging	People stay only because of an incentive.	People stay because the session is useful and relevant.
Strategic	Measures success by number of registrants and 5-star reviews.	Connects to trust, leads, conversion, loyalty, or performance.
Purpose-built	A loosely related talk with slides.	Clear audience, purpose, problem, examples, and next step.