Webinar Lookbook
Best Practices, Specs, and Examples
Webinar Specs

Presentation Title
• 65 characters max with spaces

Presentation Abstract
• 500 characters with spaces
• Include 3-4 bullet points of "What you will learn"

PowerPoint Presentation
• Client-Hosted on Go2Webinar
• 30-45 mins max in length

Presenter Bios
• Full Name (first + last name)
• Job title
• Bio (30 to 50 words max)
• Email Address

Presenter Headshot
• Resolution 300x500 pixels
• PNG or JPG
Dedicated Emails

Upcoming Webinar!
How to Evaluate a Distributed SQL Database
Wednesday, June 16, 2021 at 1pm EST | 10am PST

Distributed SQL databases are the new industry buzz, but with reason. As systems of record, and SQL workloads move from the back office to the cloud a more scalable relational database is essential. However, not all distributed SQL databases are equal. Vendor claims often do not match production experience. How do you evaluate whether a distributed SQL database is the right solution and sort out which one suits your needs?

Join us on June 16th, and you will learn:
1. What is a Distributed SQL database, and how does it differentiate itself from other types of databases?
2. The kinds of applications and use cases that are appropriate for Distributed SQL?
3. Features and characteristics that you should evaluate when choosing a distributed SQL database?
4. How to design an evaluation and scorecard?

Register Now
Can't join us live? Register anyway, and we will send you the on-demand recording after the webinar!

Brought to you in partnership with
MariaDB

PRESENTERS

Vladimir Amin
Avi-Andrut

Ana Luisa Camarillo
CEO
Avi-Andrut

Chris Hume
Head of Product Marketing & COO
Avi-Andrut

How Avi helped a fortune 500 company reimagine their quality assurance process to maximize business results using a modern, no-code test automation approach.

Join us on Wednesday, June 2nd, and you will learn how to:
- Enable rapid test automation through a unified approach to auto-generate web test cases and digital assistants with simplicity.
- Discover, map, and optimize your business processes with user-friendly NO CODE tools.
- Execute testing 4x faster and easily visualize your testing flow.
- Enhance intelligence, visibility, and decision making with seamless in-built reporting.

Last Chance to Register
Can't join us live? Register anyway, and we will send you the on-demand recording after the webinar!

Brought to you in partnership with
AVO Software
Developers are knowledge seekers, and your selected webinar topic is recommended to be educational to meet your thought leadership goals. When selecting your webinar topic, identify a technical issue developers should be aware of, and center the educational portion on the solution and examples of code.

To optimize engagement with the content, we suggest webinars with topics that will be useful to the viewer regardless of your choice to introduce your product/offering.

**RECOMMENDED FORMATS**
- Trend Analysis
- Tutorials and How To's
- Lunch-and-Learns
- Tactical Tips
- Best Practices
- Introductory Courses/ 101 Courses

**Avoid:** Product Demonstrations
Tips & Best Practices

**Title**

**Action words – examples:**
- “Building Stateful Workloads in Kubernetes”
- “Tracing the Effects of Microservices on Java Development”
- “Building a Real-Time Analytics Stack with Apache Kafka and Apache Druid”
- “Creating a killer database architecture with Kubernetes”

**Numbered steps/tips – examples:**
- “4 Testing Methods to Scale and Automate Your DevOps Pipeline”
- “10 Principles for Better Dashboard Design”
- “7 Best Practices for Building Performant Data-Intensive Apps”

**Abstract/Description**

- Avoid lengthy paragraphs
- Include a bulleted list of main learning objectives
Success Stories
Top Performing Webinars in 2021

5 Pillars of Building Enterprise-Grade APIs
Aired September 15, 2021
582 Registrations
21% Attendance Rate

DevOps 101: CI/CD
Aired March 24, 2021
524 Registrations
22% Attendance Rate

Make Analytical Data Available to Everyone by Overcoming the 5 Biggest Challenges
Aired March 31, 2021
727 Registrations
21% Attendance Rate

2021 At A Glance:
12.6k Registrations
1,499 Attendees
12% Attendance Rate
Thank You