

VERGREEN 



DESCRIPTION

1. What are Evergreen webinars?

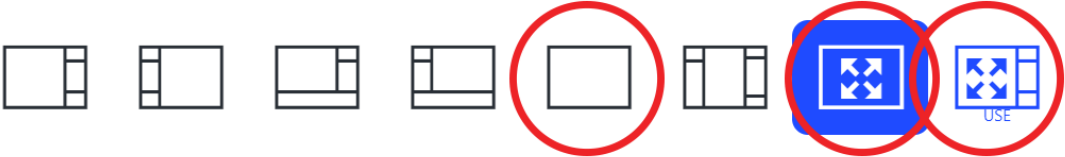
Evergreen webinars are automated events that may run countless times. With automated webinars you record the material only once, with no need of refreshing the content or adjusting it to your audience. Simply select the recording that you want to repeat over time and assign it to your event.

2. What kind of recording layout is the best for evergreen webinars?

To achieve the best results and a “live event” effect, we highly recommend to use the following recording layouts:

Recording layout

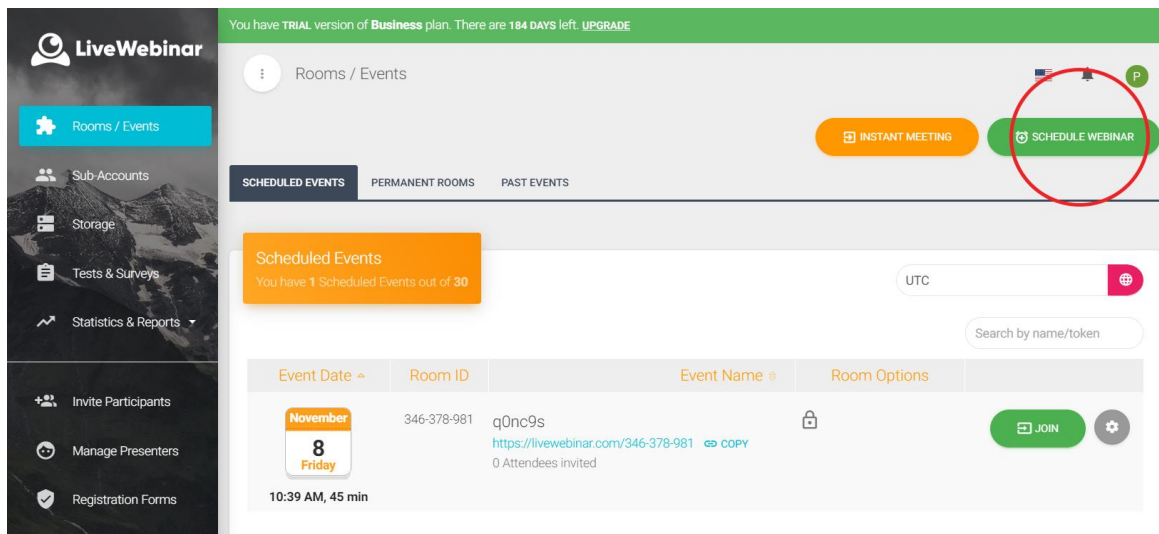
Choose layout used in the recorder during this session. It can be still changed when recording is active. To set up default recording layout please go to the user panel.



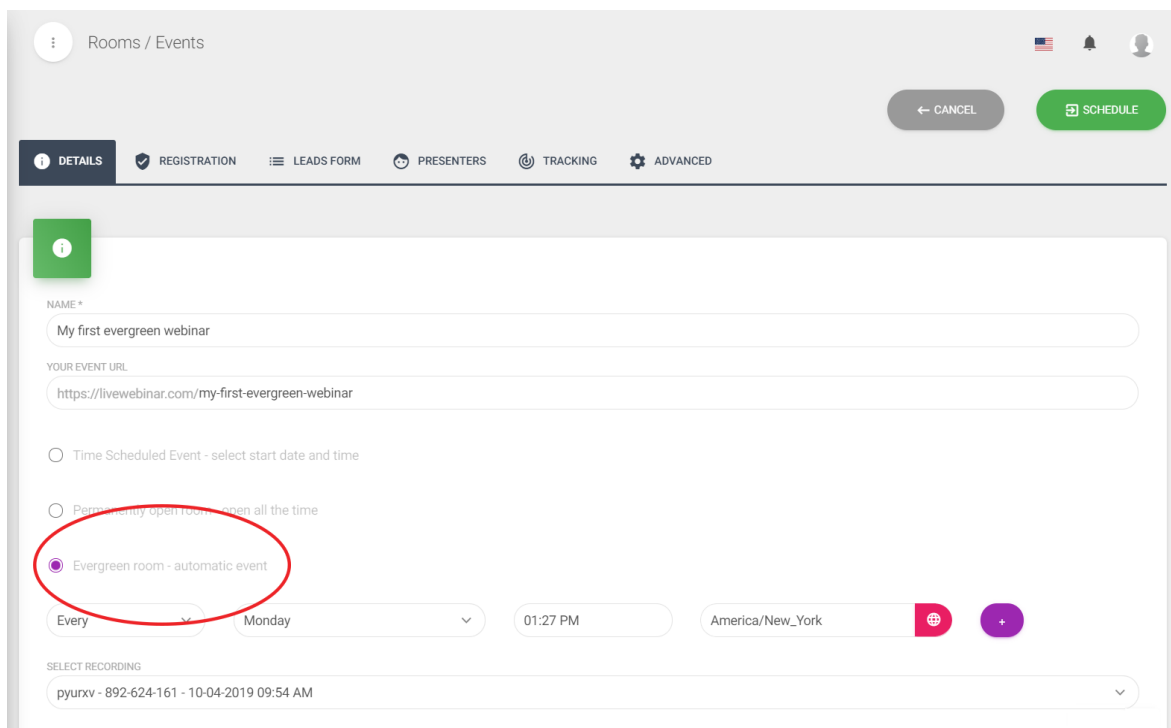
Start Recorder

HOW TO SCHEDULE AN EVERGREEN WEBINAR

1. In your account choose Rooms/Events option in the left sidebar.
2. Click the “Schedule Webinar” button.



3. Name your webinar (example: “My first Evergreen webinar”) and select “Evergreen room – automatic event”.



4. Set your Evergreen webinar scheduling.

Choose a starting date for your webinar and decide how many times you want to replay it. Open the dropdown menu in the **Select recording** field and choose a recording for your Evergreen webinar.

The screenshot shows the configuration interface for an Evergreen Webinar. It includes several sections:

- Event Type:** Radio buttons for "Evergreen room - automatic event" (selected) and "Just-In-Time event".
- On/Off:** A dropdown menu currently set to "On".
- Frequency:** A dropdown menu set to "Every".
- Restrict Access:** A toggle switch for "Restrict access to your webinar room" which is currently off.
- Scheduling (Points A-F):**
 - A:** Points to the "On" dropdown.
 - B:** Points to the date field "03-23-2020".
 - C:** Points to the time field "01:11 PM".
 - D:** Points to the time zone dropdown "Europe/Berlin".
 - E:** Points to the frequency dropdown "Max three times". A menu is open showing options: "Infinite", "Max two times", "Max three times" (highlighted), "Max four times", and "Max five times".
 - F:** Points to a red "X" button for deleting a scheduling entry.
- Recording (Points G-I):**
 - G:** Points to a "REC" button with a red dot.
 - H:** Points to the "YouTube" logo.
 - I:** Points to the "vimeo" logo.
- YouTube Link:** A text input field labeled "INSERT YOUTUBE LINK" containing the URL: <https://www.youtube.com/watch?v=HX1me61242c&t=34s>.
- Custom Action:** A toggle switch for "CUSTOM ACTION (OPTIONAL)" which is currently off.

A, B – Select if your webinar should be one-time event or a repetitive one. You can decide whether you want your webinar take place on a specific date or if you want to run it i.e every Monday for three weeks in a row (choose frequency from point **E**)

C – Set up the time for your Evergreen event

D – Here you can select a time zone of your event scheduling

E – Choose the frequency of your Evergreen webinar. Decide whether you want it to take place two/three/four/five times (weeks) in a row. You can also choose “**Infinite**” if you want your webinar to take place every week.

F – Add more scheduling/delete scheduling

G – If you click on this button you will be able to select a recording for your Evergreen webinar, the list of your LiveWebinar recordings will appear down below.

(Please keep in mind that the final recording depends on the layout you’ve chosen before hitting the REC button. For a better overall look, it’s recommended to select the type of recordings that are mentioned in the DESCRIPTION)

H – Click this button if you want to point your own recording hosted on YouTube. Down below you have to paste the YouTube link. The status of the selected video clip should be public.

I – Click this button if you want to point your own recording hosted on Vimeo. If you click this down below you will need to paste the URL of recording. The status of the selected video clip should be public.

5. Select Call to Action and fill in the event agenda (optional).

SELECT RECORDING

of Action that will trigger in specific moment 18-2019 10:45 AM

CUSTOM ACTION (OPTIONAL)

SELECT CALL TO ACTION **MANAGE CALL TO ACTIONS**

Buy now (CTA)

SELECT TIME FRAME:

23

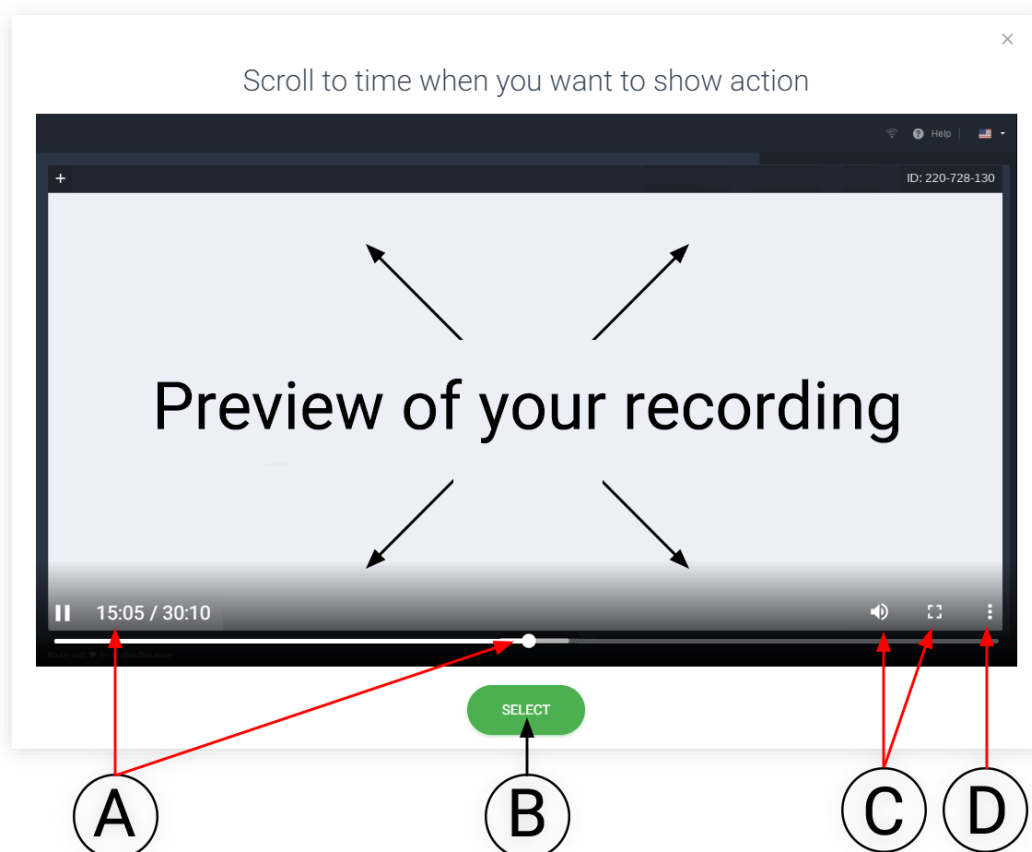
EVENT AGENDA

A – Turn on/off the Call to Action

B – Select the previously created Call to Action or click **Manage Call to Actions** to create a new one.

C – Set when exactly the Call to Action has to show up (see instructions in the next point).

6. Decide when the Call to Action will pop up by clicking on “Select Time Frame” field.



A – Select time when the Call to Action has to pop up

B – Click this button if you choose when the CTA will show up

C – Preview settings: Adjust the volume and turn on/off Fullscreen (**These options regard only the preview and don't affect the volume or layout of the evergreen**)

D – Click here to download the recording

7. Go to Registration/Leads Form.

By enabling Registration Forms all participants will have to register to your event.

Please keep in mind that you should use Registration or Leads Forms, not both at the same time. Having these two types of forms assigned to your room is not recommended. In this step we want to assign Registration Forms to our evergreen.

Select Registration form from dropdown box or create one. Decide if you want to confirm each registrant manually and turn on reminders if you want to remind your participants about upcoming event.

The screenshot shows the 'REGISTRATION' tab in the Evergreen Webinars control panel. The interface includes a navigation bar with tabs for DETAILS, REGISTRATION (active), LEADS FORM, PRESENTERS, TRACKING, and ADVANCED. A green checkmark icon is visible in the top left corner of the main content area. The main content area contains the following settings:

- A toggle switch for 'Registration Form' is turned on, accompanied by a shield icon. The text reads: 'Registration Form. Attendees have to register first and use personal links to join.'
- Below this, there is explanatory text: 'By enabling Registration Form all participants will have to register to your event. Each registrant will receive a personal event attendance URL after submission of this form. Each registrant will receive a personal URL and there can only be one participant within a session using this URL. We kindly ask you not to gather sensitive information like credit card details or social security numbers. Always consider effectiveness and conversion ratio of your leads form.'
- There are two radio button options:
 - 'Choose from Your saved forms' is selected. Below it, a dropdown menu shows 'Conference Online Registration' with a 'toggle form preview' link underneath.
 - 'Design new registration form' is unselected.
- There is a toggle switch for 'Manually confirm each registrant' which is currently turned off.
- Below that is a question mark icon followed by an ellipsis '...'.
- At the bottom, there is a toggle switch for 'Reminders' which is currently turned off.

A green 'UPDATE' button is located at the bottom right of the settings area.

8. Go to "Tracking" Tab

Decide if you want a 3rd party tracking code to be embedded on all room pages (for example Registration form or Thank you pages). Choose your Tracking provider and paste your tracking ID/tracking pixel URL/Tracking pixel ID.

TRACKING

Tracking - external tracking codes.

Your 3rd party tracking code will be embedded on all room pages (registration form, live room, thank you page). You can enable many codes at once.

Tracking providers

Google Analytics

facebook Pixel

My custom tracking image pixel

i Copy and paste your tracking ID from Google Analytics here. Format should be like "UA-123123123-1".

TRACKING ID *

UA-927124359-2

9. Go to “Advanced” tab

In the “Room options” you can enable or disable a Waiting Room for your Evergreen.

Room Options Attendees will enter Waiting Room.

PIN Password protected your room.

PASSWORD *

!Q2w3e4r%r

Advanced Options Send thank you email to attendees after event has ended.

Disable Notifications

You can also decide if you want to send “Thank you” emails to attendees after the event has ended. Consider whether you want to disable default LiveWebinar email notifications. If you toggle this option on, anyone who registers won’t receive an email or any other i.e. reminders. Set it on only if you consider your own communication with registrants.

At the end please choose image for widget background image.

Widget background image

Choose file No file chosen

The image file field is required.

Or From URL

The image URL field is required.

10. Click "Schedule" button. Settle back and enjoy.

Rooms / Events

← CANCEL SCHEDULE

DETAILS REGISTRATION LEADS FORM PRESENTERS TRACKING ADVANCED

Room Options

Attendees will enter Waiting Room.

PIN Password protected your room.

PASSWORD *

!Q2w3e4r%r

Advanced Options

Send thank you email to attendees after event has ended.

Disable Notifications

SCHEDULE