

# The Great Webinar Bonanza

What I learned scaling up from 1 to 20 webinars per quarter

Intermediate | Industry



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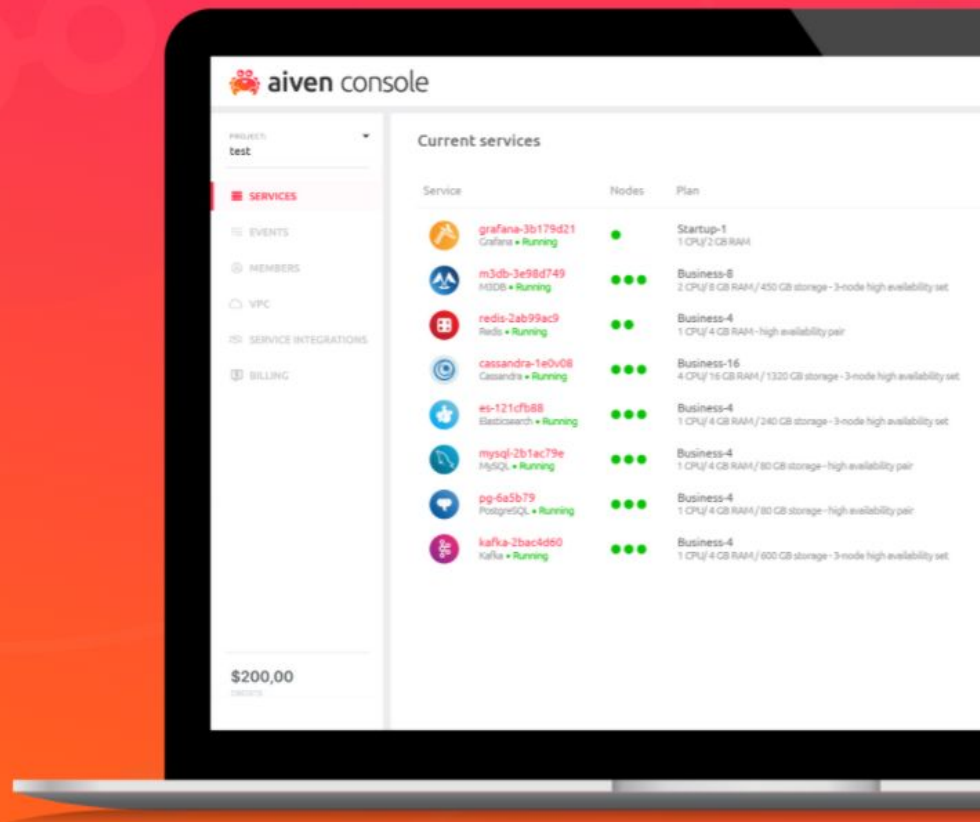
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# Wärtsilä

Wärtsilä is a global leader in smart technologies and complete lifecycle solutions for the marine and energy markets.

**€4.6 bn  
sales 2020**

**80  
countries**

**18 000  
employees**



**1/3**

of all vessels are  
powered by  
Wärtsilä engines



**1/2**

of all vessels are  
serviced by Wärtsilä



**70 GW**

Installed power  
capacity in 177  
countries





Webinars in 2019

4

Webinars in 2020

108

72h total of webinars!

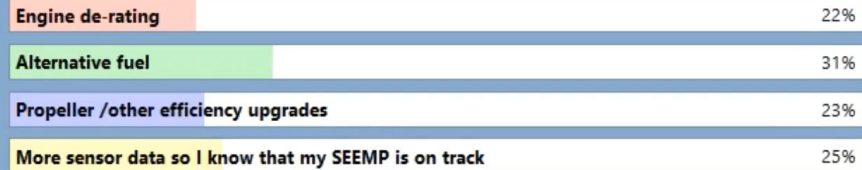




QUICKPOLL

## What is the most likely short-term measure you will implement to reduce GHG emissions?

Poll Results (single answer required):



## BEFORE

- Large undertaking
- Artisanal approach
  
- Focus on what we have to say
- External partners often in charge
  
- Data not owned by Wärtsilä
- No closed-loop learning

## AFTER

- Low threshold for organising
- *Production line* mentality
  
- Focus on what we can learn and share
- Fully in-house
  
- All data owned by Wärtsilä
- Constant analysis and optimisation

# Keys for the ramp-up

- Tech readiness and agile process in place
- Productization
- Low-cost in-house production
- Hosting and organising as core skill



# Productize effectively

- Request via form
- Standardised timeline
- Standardised structure
- Readymade guidance and speaker coaching





## Request for Marketing Operations support



Which event/campaign does this concern?

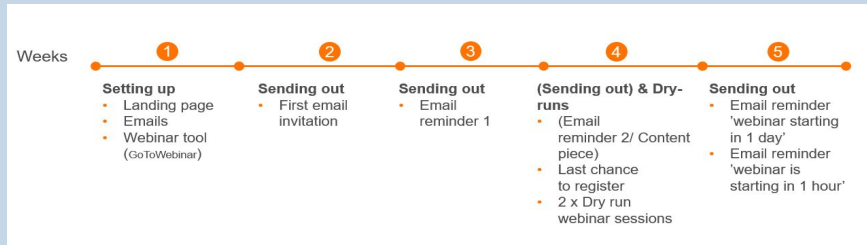
What assets are needed? (select all that apply)\*

Please check requirements and delivery times on  
[https://wartsila-my.sharepoint.com/:wq/p/jaime\\_lopez/EXw26Phl8SNJI8a-OD6u5KsBIIIGPIRITxqPEhsopVgsmw?e=cmLeAH](https://wartsila-my.sharepoint.com/:wq/p/jaime_lopez/EXw26Phl8SNJI8a-OD6u5KsBIIIGPIRITxqPEhsopVgsmw?e=cmLeAH)

- Email campaign (setup + report)
- Webinar (setup + report)
- New Web page
- Web updates
- QR codes
- Email banner link
- Zero Keyboard campaign (to collect touch points at events)
- Internal feedback survey for events
- External feedback survey
- Tracked Links (SoMe, Press Releases, Advertising etc.)
- Other (please explain in the description)

When do you need this?\*

Please check the delivery times in  
[https://wartsila-my.sharepoint.com/:wq/p/jaime\\_lopez/EXw26Phl8SNJI8a-OD6u5KsBIIIGPIRITxqPEhsopVgsmw?e=cmLeAH](https://wartsila-my.sharepoint.com/:wq/p/jaime_lopez/EXw26Phl8SNJI8a-OD6u5KsBIIIGPIRITxqPEhsopVgsmw?e=cmLeAH)



Assets needed	Responsible party	Content needed	Description
<b>Emails</b>	<b>Webinar owner</b>	<ul style="list-style-type: none"> <li>• Email 1: Invitation</li> <li>• Email 2: Reminder + 2<sup>nd</sup> reminder (optional)</li> <li>• Email 3: Thank you</li> <li>• Email 4: Sorry you missed it</li> </ul> <p><u>Each email must include a unique:</u></p> <ul style="list-style-type: none"> <li>- Subject line (don't use the same subject line for each email, but consider different aspects)</li> <li>- Headline</li> <li>- Sub header</li> <li>- Body text (synopsis of webinar and listed topics)</li> </ul>	<p>Emails are a good way to promote your webinar so invest in personalising each of them and creating an attractive message that makes target group to attend. Consider all the sides of possible motivators and try to use them in different emails.</p>
<b>Imagery</b>	<b>Webinar owner</b>	<p><u>Images will be needed for the following:</u></p> <p>Webinar registration and thank you pages banner (1920x690)            Email picture (588x300)            Web promotion banners – register + on demand (1160x200)            Email signature banner (500x100) - optional</p>	<p>Try to find images that are not used already in previous webinars. Also preferable if they are generally related to your topic and descriptive.</p>
<b>Social Media</b>	<b>MOPs / SoMe manager</b>	<p>Social media picture(s) ( 1200x626)</p>	<p>Social media is a good way to promote your webinar to the audience. The imagery can be ordered at the same time as other visuals.</p>

Assets needed	Responsible party	Content needed	Description
<b>Registration &amp; thank you page</b>	<b>Webinar owner / MOps</b>	<ul style="list-style-type: none"> <li>• Hero/banner image (1920x690)</li> <li>• Content for the registration page</li> </ul>	This should include a synopsis of the webinar and key facts/ topics that should be highlighted (USP's or discussion points customers would be interested in – MOST RELEVANT INFO), date & time of the webinar.
<b>Presenters</b>	<b>Webinar owner</b>	<p>For each presenter (must have consent from any external presenters):</p> <ul style="list-style-type: none"> <li>• Name</li> <li>• Job title</li> <li>• Email address, LinkedIn</li> <li>• Profile picture – (220x331) (with background)</li> </ul>	We can find internal emails, but need emails especially from externals to our technical setup in GTW. You can consider if you want the emails to be visible also in the website for possible questions.
<b>CRM lists &amp; campaigns</b>	<b>Webinar Owner / Panelists / MOps</b>	A list of Accounts and Contacts , or alternatively, criteria that allows us to select the invitees (Account Segment, Country, Customer status, etc.)	No role-based emails (e.g. sales@company.com, info@company.com)



Assets needed	Responsible party	Content needed	Description
<b>Webinar platform setup</b>	<b>MOPs</b>	<ul style="list-style-type: none"> <li>• Content from above (speaker information, headline, text)</li> <li>• Scheduled date and time</li> <li>• Poll questions</li> </ul>	We set up the webinar + dry runs. You need to create poll questions (2-3) to make the webinar interactive with the audience. Have 5 planned Q&A questions available, if there are no questions from audience
<b>Webinar slides</b>	<b>Webinar Owner / Panelists</b>	Presentation as ppt file without video, animations, sound effects or transitions	Please follow brand guidelines when creating the presentation. The presentation can be modified before the dry runs, but not after. It is recommended that the webinar duration be 1 hour (45min presentation with a 15min Q&A).

All material must be ready 4 weeks before the webinar date

The MOPs tasks above will be created automatically in Asana when you request a webinar. All requests for MOPs support happen via an Asana form.

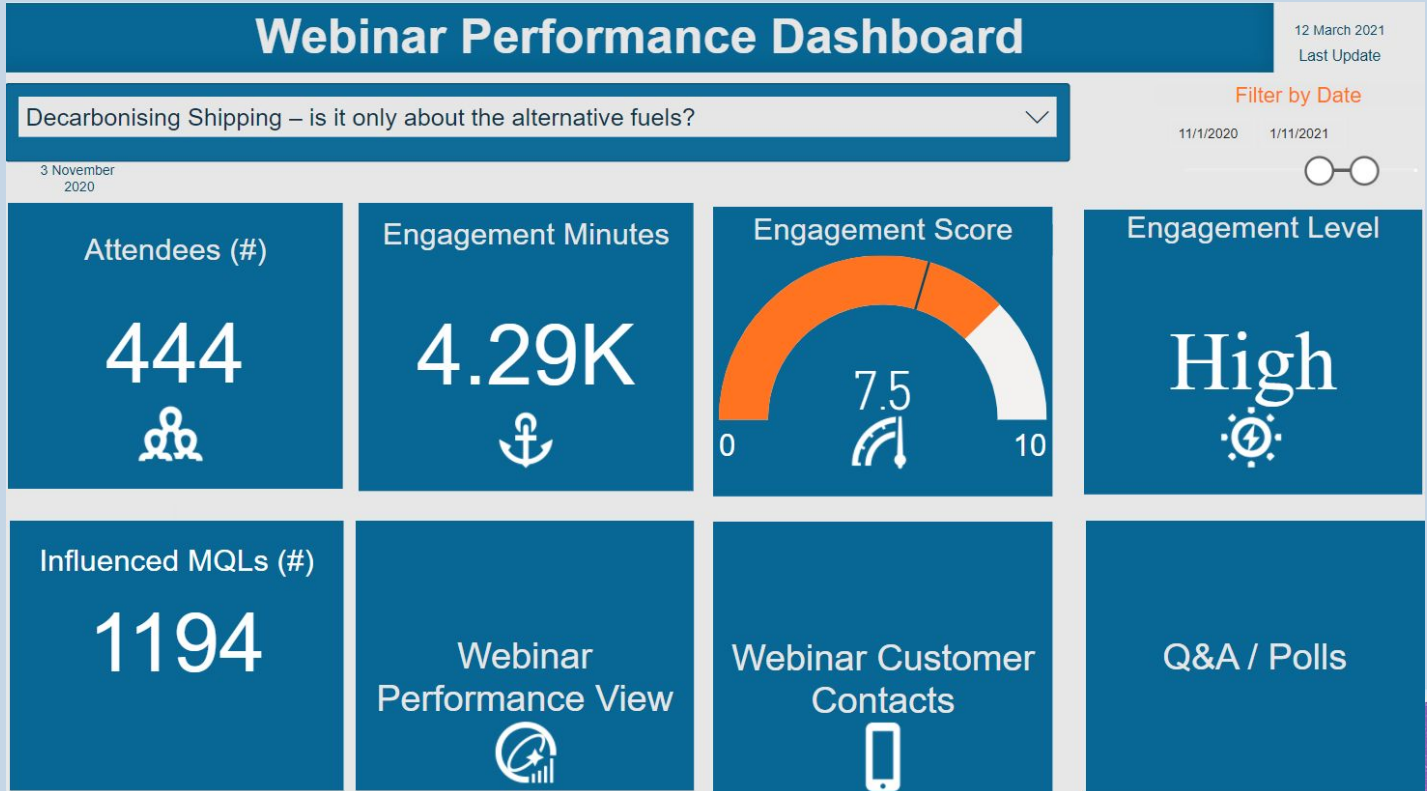


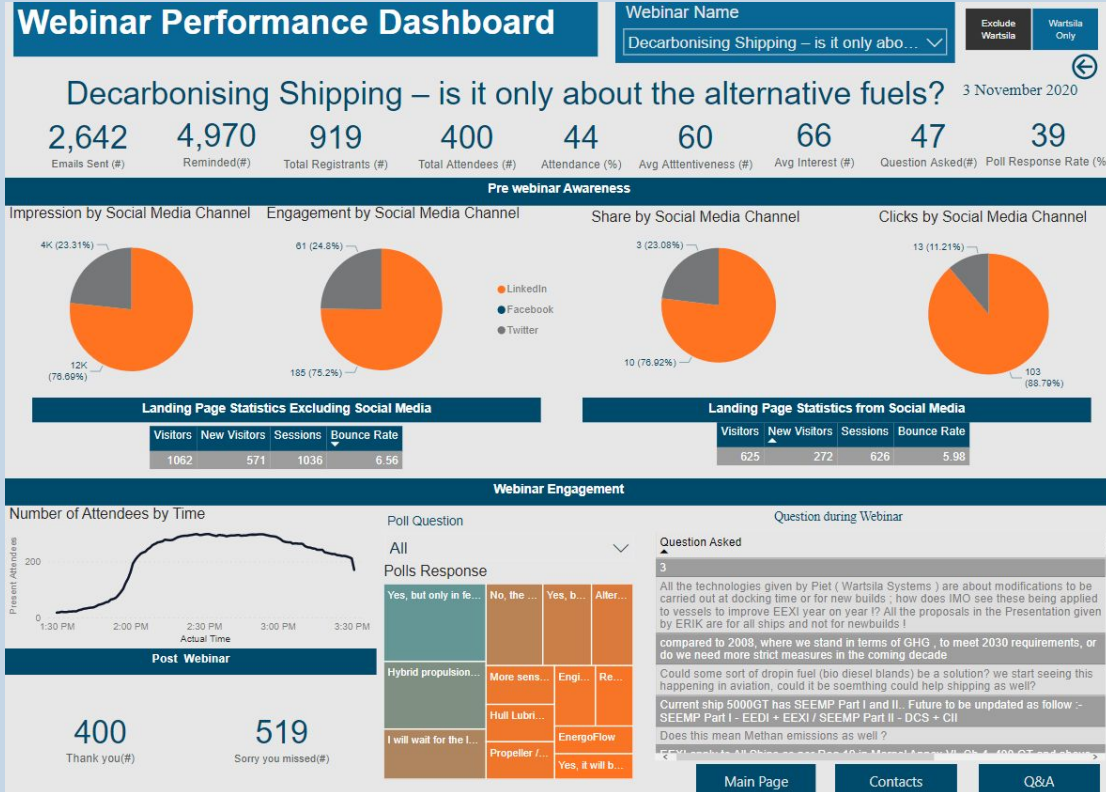


# Measure and iterate

- What was the response of the participants?
- How did the content owner and speakers feel?
- How does this compare to similar webinars?
- Should we tweak the process to incorporate these learnings?







## Webinar Q&A and Poll Responses

Decarbonising Shipping – is it only about the alternative f... ▾

Engagement Type

Poll

Q&A

Survey

### Q&A

Contact Name	Email Address	Account Name	Question Asked	Answer Given
Walter Basso	wbasso@wartsila.com	BW GAS	All the technologies given by Piet ( Wartsila Systems ) are about modifications to be carried out at docking time or for new builds ; how does IMO see these being applied to vessels to improve EEXI year on year ? All the proposals in the Presentation given by ERIK are for all ships and not for newbuilds !	
John Burt	john.burt@ericsson.com	Anglo Eastern Ship Management	compared to 2008, where we stand in terms of GHG , to meet 2030 requirements, or do we need more strict measures in the coming decade	
John Burt	john.burt@ericsson.com		Could some sort of drop in fuel ( bio diesel blends ) be a solution? we start seeing this happening in aviation, could it be something could help shipping as well?	Thank you
John Burt	john.burt@ericsson.com	Malaysia Marine Department	Current ship 5000GT has SEEMP Part I and II.. Future to be updated as follow :- SEEMP Part I - EEDI + EEXI / SEEMP Part II - DCS + CII	
John Burt	john.burt@ericsson.com	Shell	Does this mean Methan emissions as well ?	Thank you
John Burt	john.burt@ericsson.com	Malaysia Marine Department	EEXI apply to All Ships as per Reg 19 in Marpol Annex VI, Ch 4. 400 GT and above	Thank you
John Burt	john.burt@ericsson.com	SCM	Gate rudders seems interesting. May be Wartsila should share the technical details with the users. Can this be retrofitted to the existing ships. Has any such modification done.	Thank you
John Burt	john.burt@ericsson.com	Shell	Great Panel discussion. Thank you	
John Burt	john.burt@ericsson.com	MTM Ship Management Pte Ltd	has IMO fixed the ship type specific targets for the carbon reduction?	Thank you
John Burt	john.burt@ericsson.com		How is the carbon emission cut calculated? Is the carbon emission cut reduction recognised by relevant authorities?	

### Polls

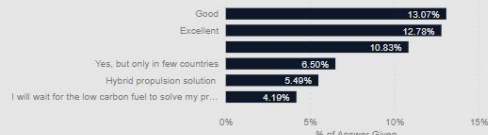
#### Poll Question

Looking at Decarbonisation and efficiency improvement of your new builds or existing vessels, which one you most likely adopt?

What is the most likely short-term measure you will implement to reduce GHG emissions?

There is an increasing pressure for the EU to impose regional GHG regulations on shipping. Will we be seeing similar in Asia?

#### % Answer Given



Main Page

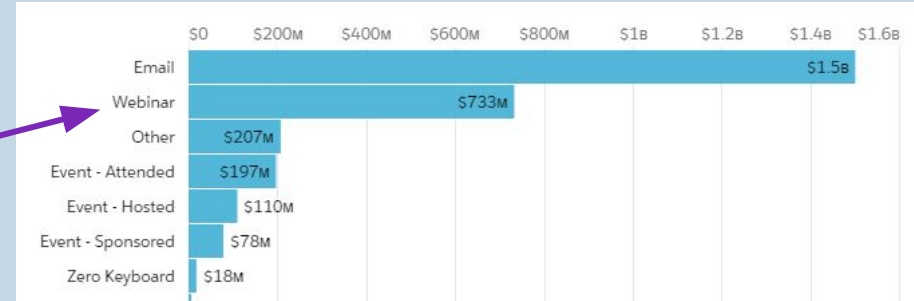
Webinar Performance

Contacts

## Cumulative influenced revenue 2018-19



## Cumulative influenced revenue 2020-21



**Stack ready,  
agile team**

**Standardise &  
productise**

**Extreme data  
drive**

# Thanks for listening!



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M.Sc. Energy Engineering  
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