

The Great Webinar Bonanza

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







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JaimeLopez1989

Y

🚔 aiven

🚔 aiven console

test

SERVICES

E BILLING

\$200,00

....

Freedom to build awesome applications

Aiven manages your open source data infrastructure in the cloud - so you don't have to.

HOSTED ON:



Google Cloud



DigitalOcen





Curren	t services		
Service		Nodes	Plan
0	grafana-3b179d21 Gofana - Running	•	Startup-1 1 CRU/2 CB RAM
	m3db-3e98d749 M3D8 • Running	••••	Business-6 2 CPU/E GB RAM/450 GB storage - 3-rode high availability set
•	redis-2ab99ac9 Reds • Running	••	Business-4 1 CPU/4 CB RAM - high availability pair
0	cassandra-1e0v08 Classindra • Running	•••	Business-16 4 CPU/ 16 GB RAM / 1320 GB storage - 3-node high availability set
0	es-121cfb88 Basticsearch • Running	•••	Business-4 1 CPU/ 4 CB RAM / 240 CB storage - 3-node high availability set
	mysql-2b1ac79e MySQL • Running	••••	Business-4 1 CPU/4 CB RAM/ 8D CB storage-high availability pair
0	pg-6a5b79 PostpreSQL • Running	•••	Business-4 1 CPU/4 CB IAMA/80 CB storage-high availability pair
8	kafka-2bac4d60 Kafka • Running	••••	Business-4 1 CPU/4 CB RAM/ 600 CB storage - 3-node high availability set.



No credit card required



Wärtsilä

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





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

Webinars in 2020





72h total of webinars!











QUICKPOLL

#PARDREAMIN2021

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

Poll Results (single answer required):

Engine de-rating	22%
Alternative fuel	31%
Propeller /other efficiency upgrades	
More sensor data so I know that my SEEMP is on track	



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

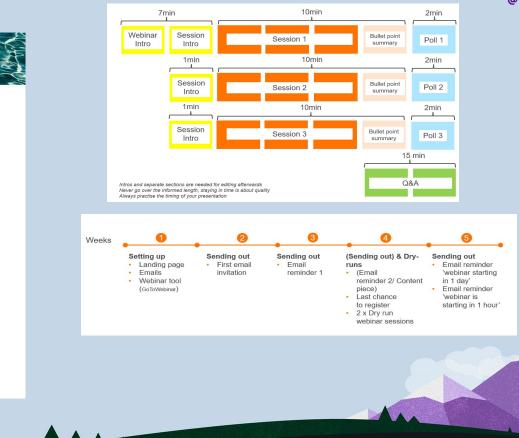


Productize effectively

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







Which event/campaign does this concern?

Enter your answe

What assets are needed? (select all that apply)* Please check requirements and delivery times on https://wartsila-my.sharepoint.com/.wi/p/jaime_lopez/EXw26Phi8SNJI8a-Obc/SLSBIIIG/RIT/sagPthsopVgsnw?e=cmLeAH

Request for Marketing Operations support

WARTSILA

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-mysharepoint.com/wr/p/jaime_lopez/EXw26Phl8SNJI8a-ObGuSKBIIIGRIRTixgPEtxopYganw?e=cmLeAH

Enter a date



Webinar checklist (1/3)

Assets needed	Responsible party	Content needed	Description	
Emails	Webinar owner	 Email 1: Invitation Email 2: Reminder + 2nd reminder (optional) Email 3: Thank you Email 4: Sorry you missed it Each email must include a unique: Subject line (don't use the same subject line for each email, but consider different aspects) Headline Sub header Body text (synopsis of webinar and listed topics) 	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.	
Imagery	Webinar owner	Images will be needed for the following: Webinar registration and thank you pages banner (1920x690) Email picture (588x300) Web promotion banners – register + on demand (1160x200) Email signature banner (500x100) - optional	Try to find images that are not used already in previous webinars. Also preferable if they are generally related to your topic and descriptive.	
Social Media	MOps / SoMe manager	Social media picture(s) (1200x626)	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.	



Webinar checklist (2/3)

Assets needed	Responsible party	Content needed	Description	
Registration & thank you page	Webinar owner / MOps	 Hero/banner image (1920x690) Content for the registration page 	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.	
Presenters	Webinar owner	 For each presenter (must have consent from any external presenters): Name Job title Email address, LinkedIn Profile picture - (220x331) (with background) 	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.	
CRM lists & campaigns	Webinar Owner / Panelists / MOps	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)	



Webinar checklist (3/3)

Assets needed	Responsible party	Content needed	Description
Webinar platform setup	MOps	 Content from above (speaker information, headline, text) Scheduled date and time Poll questions 	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
Webinar slides	Webinar Owner / Panelists	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 Name Webinar Performance Dashboard Exclude Wartsila Wartsila Decarbonising Shipping – is it only abo ... V Θ Decarbonising Shipping – is it only about the alternative fuels? ^{3 November 2020} 4,970 66 47 39 2,642 919 400 60 44 Attendance (%) Avg Attentiveness (#) Avg Interest (#) Question Asked(#) Poll Response Rate (%) Emails Sent (#) Reminded(#) Total Registrants (#) Total Attendees (#) Pre webinar Awareness Impression by Social Media Channel Engagement by Social Media Channel Share by Social Media Channel Clicks by Social Media Channel 4K (23.31%) 61 (24,8%) 3 (23.08%) 13 (11.21%) -LinkedIn Facebook • Twitter 10 (78.92%) -185 (75.2%) -(76.69%) (88.79%) Landing Page Statistics Excluding Social Media Landing Page Statistics from Social Media Visitors New Visitors Sessions Bounce Rate Visitors New Visitors Sessions Bounce Rate Webinar Engagement Number of Attendees by Time Question during Webinar Poll Question Question Asked All 200 Polls Response 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 ! 1:30 PM 2:00 PM 2:30 PM Actual Time ompared to 2008, where we stand in terms of GHG , to meet 2030 requirements, o o we need more strict measures in the coming decade Post Webinar Aore sens.. SEEMP Part I - EEDI + EEXI / SEEMP Part II - DCS + C 400 519 Does this mean Methan emissions as well ? EnergoFlow EEVI -----Thank you(#) Sorry you missed(#) Main Page Contacts 0&A



Webinar Q&A and Poll Responses

Engagement Type

Decarbonising Shipping – is it only about the alternative f... \checkmark

Q&A					
Contact Name	Email Address	Account Name	Question Asked	Answer	
Notors Lange es	and a state of the	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 burrove EEXI year on year !? All the proposals in the Presentation given by ERIK are for all ships and not for newbuilds !		
		Anglo Eastern Ship Managment	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		
TELLIN PARLET	Record and a state of		Could some sort of dropin fuel (bio diesel blands) be a solution? we start seeing this happening in aviation, could it be soemthing could help shipping as well?	Thank yo	
		Malaysia Marine Department	Current ship 5000GT has SEEMP Part I and II Future to be unpdated as follow :- SEEMP Part I - EEDI + EEXI / SEEMP Part II - DCS + CII		
No. of Concession, Name	April Provide and April 2010 and and	Shell	Does this mean Methan emissions as well ?	Thank yo	
And the rest	the group as to	Malaysia Marine Department	EEXI apply to All Ships as per Reg 19 in Marpol Annex VI, Ch 4. 400 GT and above	Thank yo	
agan india		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 yo	
ALC: N DOLLAR	NAMES OF A DESCRIPTION OF A DESCRIPTION OF A DESCRIPTIONO	Shell	Great Panel discussion. Thank you		
State States Second	stand an algorithm and	MTM Ship Management Pte Ltd	has IMO fixed the ship type specific targets for the carbon reduction?	Thank yo	
inene line	Konst, Jonard gebre der went bei som so		How is the carbon emission cut calculated? Is the carbon emission cut reporting recognised by relevant authorities?	,	

Polls Poll Question % Answer Given Looking at Decarbonisation and What is the most likely short-term efficiency improvement of your new measure you will implement to reduce builds or existing vessels, which one you Excellen 12,78% GHG emissions? most likely adopt? 10.83% Yes, but only in few countries 6.50% There is an increasing pressure for the 5.49% Hybrid propulsion solution EU to impose regional GHG regulations I will wait for the low carbon fuel to solve my pr... 4.19% on shipping. Will we be seeing similar in Asia? 5% 10% 15% % of Answer Given Webinar

Main Page

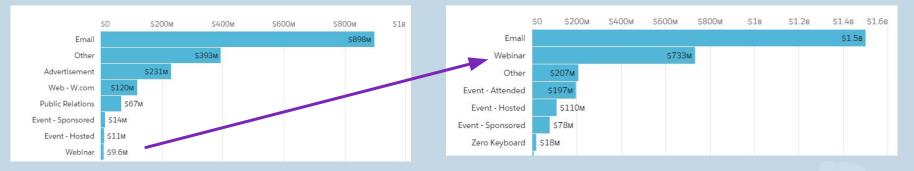
Contacts

Performance



Cumulative influenced revenue 2018-19

Cumulative influenced revenue 2020-21









Thanks for listening!



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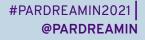




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