WEBINAR STRATEGY AND HOSTING | ORGANIC LINKEDIN

How SkillsTrain's VR Fire Training Webinar Brought Half Its Registrants Live, From 26 Countries

CLIENT	SECTOR	WHAT WE DID	PERIOD
SkillsTrain, a South African distributor of specialist training resources	Emergency and safety training resources, B2B	Three live webinars, promoted on LinkedIn	August 2021 to August 2022

SkillsTrain is an established South African distributor of specialist training resources for the people who train emergency and safety teams: VR (virtual reality) training systems, online courses and textbooks. In August 2021 LadyBugz ran a live webinar for SkillsTrain called "Virtual Reality: The New Age of Fire Fighters", built around a live demonstration of the FLAIM VR fire training system. We promoted it on LinkedIn, with no paid advertising. Of the 248 people who registered, 96% signed up through LinkedIn. Almost half of them (49%) joined the live session, from 26 countries, and two thirds of those stayed for 45 minutes or more. Two more webinars followed in 2022, drawing 451 and 295 registrations, again almost all through LinkedIn.

49%
Registrants joined live
VR fire training webinar, August 2021

96%
Registered through LinkedIn
VR fire training webinar, August 2021

26
Countries in the live audience
From Saudi Arabia and the United Arab Emirates to the United States and India

2 in 3
Live viewers stayed 45 minutes or more
VR fire training webinar, August 2021

994
Registrations across three webinars
August 2021 to August 2022

97%
Of those registrations came through LinkedIn
All three webinars, with no paid advertising

From the webinar platform's registration and attendance reports and the live chat records.

The challenge

VR fire training is a specialist purchase. The people who buy it run fire and safety training, and there are not many of them in any one country. SkillsTrain needed to:

- **Show a product people need to see.** VR training is hard to explain in a brochure. Buyers want to watch it work and ask questions.
- **Reach a small, scattered audience.** Its buyers and resellers are spread across South Africa and well beyond it.
- **Turn interest into action.** A good session is a start. Buyers and resellers also needed a reason to take the next step.

What we did

LadyBugz planned, promoted and ran the webinars. These are the principles behind it, and why each one mattered.

1 Put the product in front of buyers

The August 2021 webinar centred on a live demonstration of the FLAIM VR fire training system, which SkillsTrain distributes, with a FLAIM specialist on the demonstration team.

2 LinkedIn as the front door

Every webinar was promoted through LinkedIn, because that is where SkillsTrain's buyers already were, and none of them used paid advertising.

3 An audience without borders

The VR session's live audience came from 26 countries, with sizeable groups from Saudi Arabia, the United States and the United Arab Emirates alongside South Africa.

4 A reason to act after the session

After the VR webinar, SkillsTrain sent participants and resellers a special offer, valid for a month.

5 A series, with topics people need

Two more webinars followed in 2022. Each topic came from problems SkillsTrain's audience deals with every day, and each session was cut into short video clips afterwards.

The results

From the webinar platform's registration and attendance reports and the live chat records. "Registered" means people who signed up; "joined live" means people who attended the live session, each counted once.

- **49% joined live.** 122 of the 248 people who registered for the August 2021 VR webinar joined the live session: almost one in two.
- **A global audience.** People joined live from 26 countries. South Africa led, followed by Saudi Arabia, the United States and the United Arab Emirates.
- **They stayed.** Two thirds of live viewers stayed for 45 minutes or more, and almost half for an hour or more.
- **Bigger sign-ups in 2022.** "Emergency Life Saving Tips" (March 2022) drew 451 registrations, 99% through LinkedIn, and about 100 different people posted in the live chat. "Wellness vs Safety: Why You Need Both" (August 2022) drew 295 registrations, 95% through LinkedIn, and about 50 people posted in the live chat, joining from countries including Namibia, Botswana, Zimbabwe, Saudi Arabia, the United Arab Emirates and India.

Show the product working; do not just describe it.

LadyBugz plans, promotes and hosts webinars for B2B distributors and specialist suppliers in South Africa and internationally: topics buyers care about, promotion through LinkedIn, and a clear next step after every event.

Book a strategy call

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ABOUT THE DATA

This case study draws on the webinar platform's registration and attendance reports for the August 2021 webinar, the registration reports and live chat records for the two 2022 webinars, and SkillsTrain's post-webinar offer. Each registrant and attendee is counted once, even if they joined more than once. Full attendance reports for the 2022 webinars were not available, so for those we show registrations and how many different people posted in the live chat, which is a minimum rather than a full count.