

Hosting High Attendance Webinars With OnceHub

While dedicated webinar platforms are built for mass broadcasts, they often feel impersonal, leading to lower engagement and attendance. By using **OnceHub Group Sessions** as your primary scheduling and management platform, you can leverage a **personal invitation** strategy that drives higher commitment.

This article explains how to use **OnceHub as your registration and notification engine** for your webinar while continuing to use your preferred video conferencing tools.

The Trade-Off: Personalization vs. Analytics

The secret to high attendance with OnceHub isn't just automation; it's the personal touch. Using OnceHub involves a strategic choice: prioritizing engagement over enterprise-level technical reporting.

- **The Personal Touch:** Unlike generic **broadcast** invites from standard webinar tools, OnceHub invitations look and feel like a personal one-on-one meeting request. Guests are more likely to attend (or notify you if they can't) because they feel a direct connection to the host.
- **Cost Efficiency:** Traditional webinar platforms often require expensive monthly subscriptions or **per-seat** licenses. By using OnceHub with your existing video conferencing tools, you eliminate the need for a separate webinar license, significantly reducing your overhead.
- **The Strategic Trade-off:** Prioritizing engagement over granular reporting (such as viewer **drop-off** timestamps or **individual poll-response** mapping) can **significantly increase attendance**. You still retain critical data, including registration conversion rates, source tracking, and final attendance logs via your video conferencing tool.

Step 1: Configuring Your Group Session

To host a webinar, use the **Group Session** feature of OnceHub. Group Sessions allow multiple guests to book seats in the same time slot until the maximum capacity is reached.

- **Set Capacity:** Create a Group Session and define your maximum capacity. Once the limit is reached, the booking link automatically stops accepting new sign-ups.
- **Professional Branding:** Instead of sending a generic link, embed your OnceHub Booking Calendar into a custom landing page. Using no-code vibe coding apps, you can create a high-conversion, branded registration experience that far outperforms standard webinar rooms.
- **Collect Lead Data:** Use **Custom Fields** on your Booking Form to collect specific data (e.g., Job Title, Company Size) to tailor your webinar content and meet your audience's needs.

Step 2: Selecting Your Video Conferencing Tool

OnceHub works as the automated coordinator in the background while you use the video conferencing tools you

already know.

- **Native Integrations:** OnceHub connects directly with **Zoom**, **Google Meet**, and **Microsoft Teams**.
- **Flexible Link Options:** Choose between automatically generating a **unique meeting link** for every guest or using a consistent **static link** (like a Personal Meeting Room). In both cases, the link is automatically included in the guest's calendar invitation and confirmation email.

Step 3: Maximize Attendance with Smart Reminders

No-shows are the biggest hurdle for any webinar. OnceHub solves this with an **automated multi-channel notification system** to keep your event top-of-mind.

- **Set & Forget Notifications:** Configure up to three automated reminders to ensure guests remain engaged without manual effort.
- **Multi-Channel Reach:** Ensure you combine your Email reminders with an SMS text to catch your guest's attention. Sending a text 15 minutes before you go live boosts real-time attendance.

Step 4: Owning Your Data

OnceHub automatically adds every registrant to your **Contact Database** the moment they sign up. This prevents your valuable data from being trapped inside a third-party video conferencing tool. After the webinar, you can transition these engaged contacts into your sales funnel for follow-up.

Frequently Asked Questions (FAQ)

Can I use OnceHub for webinars if I don't have a dedicated webinar software license?

Yes. Since OnceHub manages the registration and reminders, you can use the standard version of Zoom, Google Meet, or Microsoft Teams to host the session.

How does OnceHub prevent overbooking for my webinar?

Once you set the **Maximum number of attendees** in your Group Session settings, the booking link will automatically show the slot as **unavailable** once that limit is reached.

What happens if a guest needs to cancel?

OnceHub includes a cancellation link in the confirmation email. If a guest cancels, OnceHub updates your attendance list and instantly re-opens that slot on your booking link for another person to register.

Will attendees receive a calendar invite automatically?

Yes. Upon successful registration, OnceHub sends a calendar invitation to your guest with the meeting link included, ensuring the webinar is blocked on their schedule.

Can I charge for webinar registration through OnceHub?

Yes. If you have a **payment integration (Stripe)** connected to your OnceHub account, you can require payment at

the time of booking.

Do I need to purchase a separate Webinar plan or add-on?

No. Unlike most scheduling platforms that charge extra for webinar features, OnceHub includes **Group Sessions** in the standard **Schedule Plan**. There are no **per-webinar** fees or expensive add-ons required to manage high-attendance events.
