



# How to use BrightTalk

## Audience guide



1. You will receive a link from HFMA to sign up to the webinar. Click the link in the email and you will be taken to the webinar sign up page which will look like the image below.
2. In order to watch the webinar, you will need to create a **FREE BrightTalk account**.

**BrightTALK** Search Summits Communities Log in [Join now](#)

## Test: HFMA Webinar

About this webinar  
This is a test webinar.  
Mar 26 2:00 pm | 60 mins  
**Starting In: 01:43:56**

Presented by  
Kirsty Whittaker, Institute Coordinator, HFMA

**HFMA Test Webinar**  
Presented by Name, Job title, Organisation  
Chaired by Name, Job title, Organisation  
26 March 2020 – 2pm

**Register for Free**  
Already have a BrightTALK account? [Log in](#)

Work email

First name

Last name

Telephone

Job title

-- Select level --

Password

[Proceed](#)

By clicking "Proceed" or using BrightTALK, you confirm you intend to interact with and disclose personal information to

3. Once you have created your account you are then automatically registered for the webinar.

You will be able to see:

- Title of the webinar
- Description
- Date and time
- Duration
- Presenters

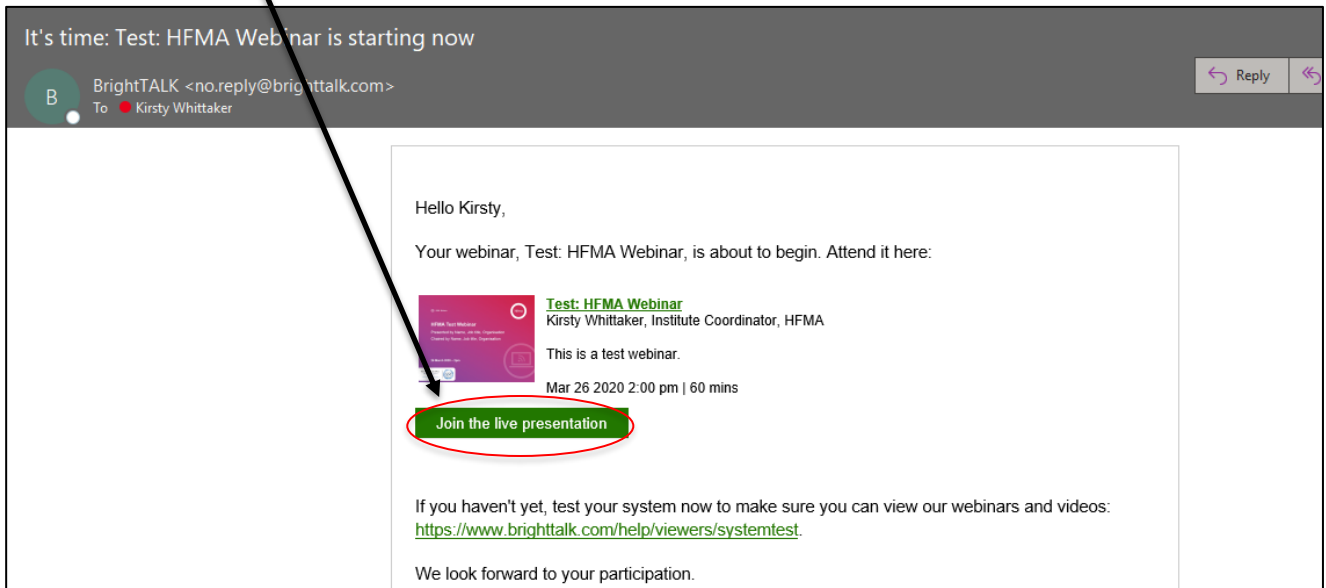
The screenshot shows the BrightTALK interface for a webinar titled "Test: HFMA Webinar". The page includes a search bar, navigation links for "Summits", "Communities", and "My account", and social media icons. The main content area displays the webinar title, a description ("This is a test webinar."), the date and time ("Mar 26 2:00 pm | 60 mins"), and the starting time ("Starting In: 01:36:52"). A confirmation message states "Your place is confirmed, we'll send you email reminders" with an "Add to calendar" button. The presenter is listed as "Kirsty Whittaker, Institute Coordinator, HFMA". Below this, there are "Related topics" (NHS, NHS Finance, HFMA) and a "Network with like-minded attendees" section featuring a profile for Kirsty Whittaker. A "Recommended for you" sidebar on the right lists several other webinars, such as "So, Mr Fox, what is sustainable investing..." and "Financial Services, Fraud and the Future of Digital Onboarding".

4. You will receive an email confirming you have registered for the webinar. You will receive a few email reminders before the webinar is due to take place. Examples shown below.

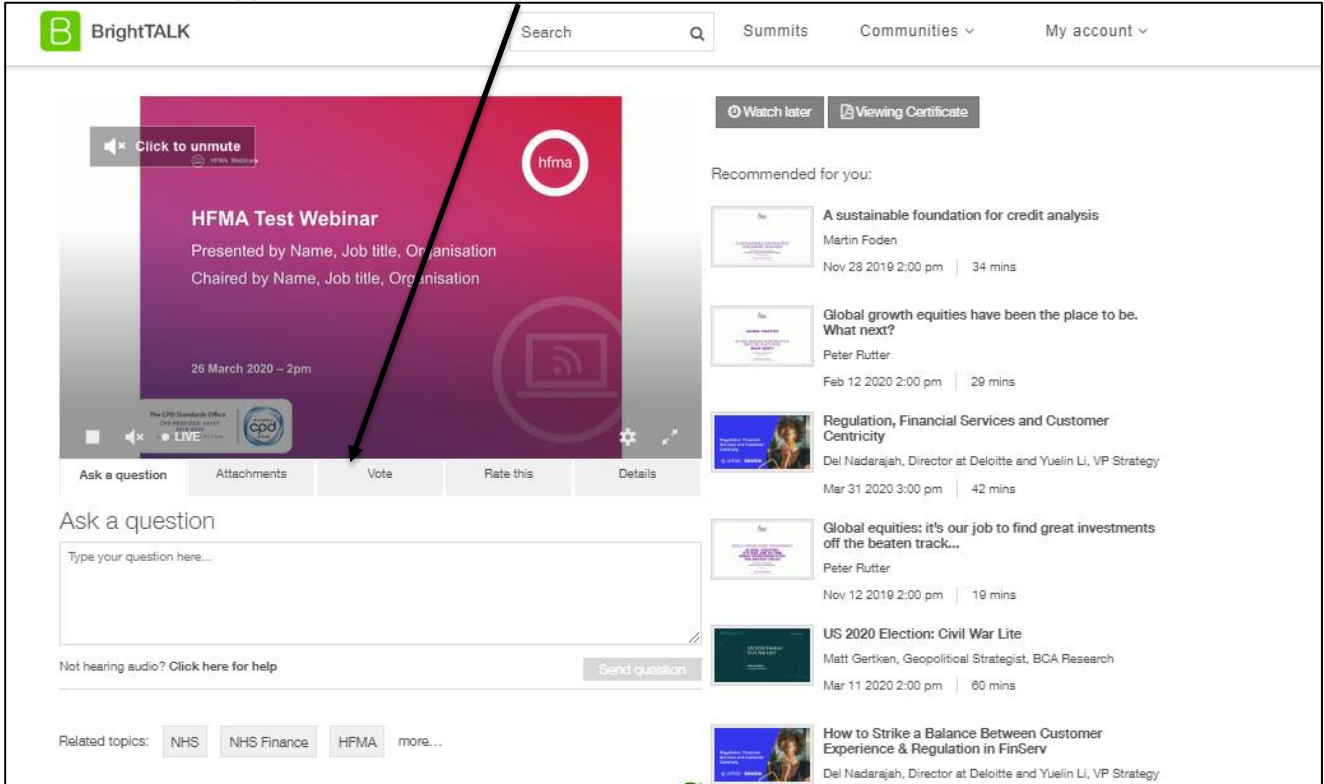
The first screenshot is an email titled "Thank you for registering: Test: HFMA Webinar" from BrightTALK to Kirsty Whittaker. It includes an attachment for "Event\_394289.ics" and a message: "Hello Kirsty, Thank you for registering to attend Test: HFMA Webinar. We look forward to having you join the live session." Below the message is a small graphic for the webinar and a link to "Manage your webinar".

The second screenshot is an email titled "Reminder: 1 hour to go, have a successful webinar!" from BrightTALK to Kirsty Whittaker. It contains the text: "Dear Kirsty, The following live webinar is scheduled to take place in 1 hour." followed by the webinar details and a "Manage your webinar" link. It also includes a note: "You still have 45 minutes to add any presentation assets for your audience like a copy of the slides and other attachments." and ends with "Have a successful webinar, and don't forget to smile! Thank you."

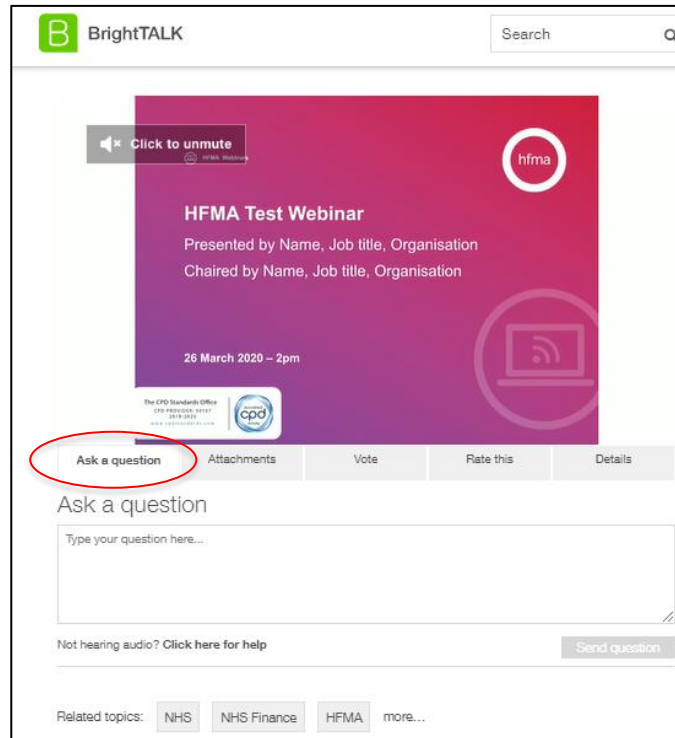
- 15 minutes before the scheduled webinar start time you will receive another email. Click the 'Join the live presentation' link and this will take you to the webinar page.



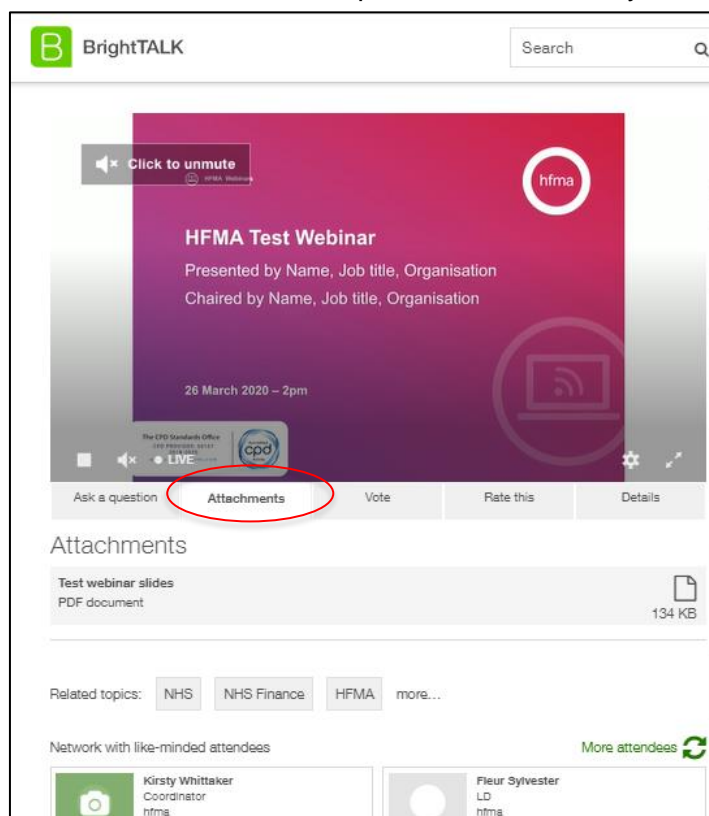
The webinar will begin at the specified time. This is what the page will look like. There are five tabs which have now appeared beneath the video.



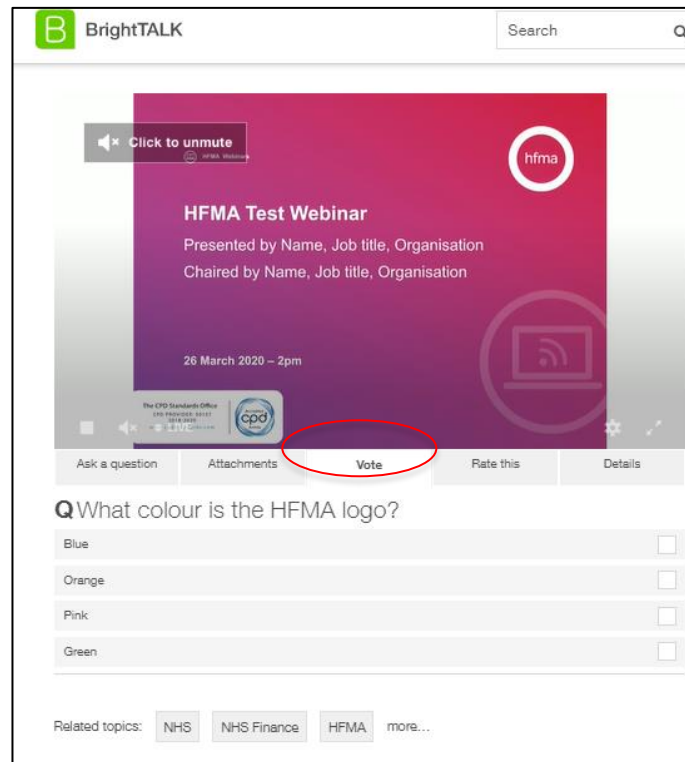
6. Whilst the webinar is taking place you will be able to pose questions to the presenters using the **Ask a question** tab. Type your question into the box and send. These questions will be answered in the Q&A session at the end of the presentation. All questions are anonymous. If you experience any sound or visual issues with the webinar please send a message through here.



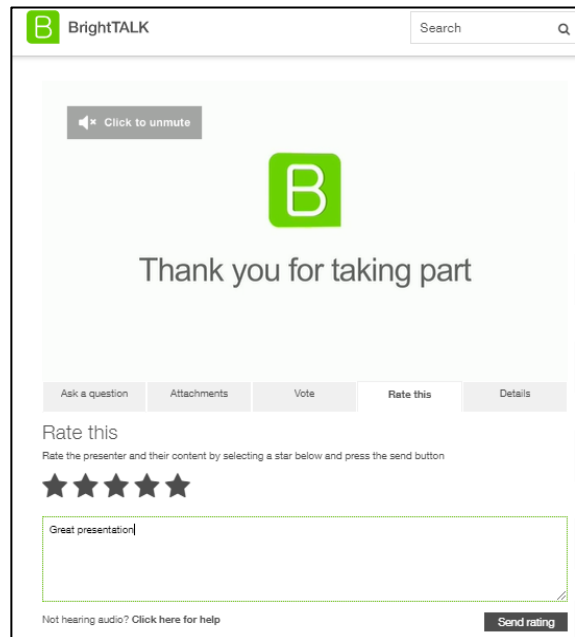
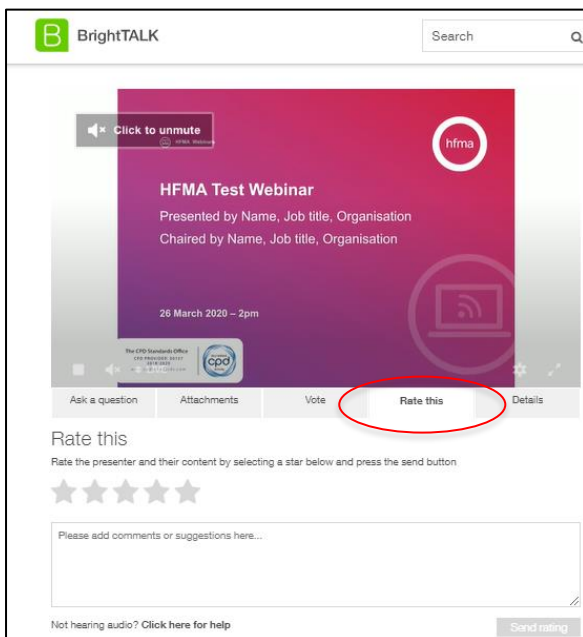
7. You can also download the presentation slides by clicking the **Attachments** tab.



8. If the presenter sends out a poll to the audience, this will appear in the **Vote** tab. You can engage with the polls by clicking any of the options available.



9. You can rate the webinar by clicking on the **Rate this** tab. This is star rating system with a comment.



10. The **Details** tab will give a description of the webinar.



11. Once the webinar has finished you will receive an email 15 minutes after the end which will provide you with a link to watch the recorded version. You will be able to access this at any time.