

# Valuable lessons

Certain experts are celebrities in their field, and can really pull in the crowds. But they're often too busy to travel the world, and their time doesn't come cheap. So why not invite them to give a lecture online, and charge for the privilege of attending?

## Turn Webex Training into a money-maker

With Webex Training, you can easily add an e-commerce module so that attendees have to pay a fee when they register, either by credit card or using a promotional code.



## Get the audience involved

Provide answers to questions from attendees using the threaded Q&A feature. If they're not all answered during the session, they can be addressed later and exported to a FAQ document.

[Find out more >](#)

## No one need miss out

Post the recording of the video, so that even people who couldn't attend at the time still have access to the expertise.

[Find out more >](#)

## Keep the momentum going

Direct attendees to a webpage where they can learn more, using a destination url that will automatically open at the end of the presentation.

[Find out more >](#)

- ✓ Charge for the session.  
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- ✓ Use interactive Q&As.  
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- ✓ Redirect to more resources to keep the momentum alive.