

WebinarTo Buyer and Operator Guide

Operational guidance for the buyer and product team

Product overview

WebinarTo is a public directory for useful free webinars and a workspace for the people who host them. It brings two groups together:

- Attendees discover webinars, register, join, take part, and return for replays.
- Hosts publish event pages, collect registrations, manage engagement, and promote their work.

The platform owner manages the directory, host access, paid plans, featured placements, content, reports, and platform settings.

WebinarTo does not stream or record video. A host adds an authorized live meeting or replay link from the service they already use.

What the buyer receives

- The WebinarTo.com domain.
- The public webinar directory and topic pages.
- Attendee accounts, saved webinars, schedules, registrations, questions, polls, resources, and replay access.
- Host profiles, webinar series, a seven-step event builder, registrant operations, analytics, billing, and event controls.
- A protected owner area for approvals, plans, featured events, site content, reports, privacy requests, and settings.
- Demo content that makes the main workflows easier to understand and test.
- This user guide and a separate technical handover guide.
- 30 days of reasonable technical transfer support from Codeblix.

Current business status

WebinarTo is a starter business asset. It currently generates \$0 per month. No verified traffic, paying customer, or transaction history is included.

The public website is online, but the buyer must confirm every buyer-owned account and production setting during handover. Demo organizers, webinars, registrations, reviews, and dashboard figures are sample content. They are not real business results.

Main roles

Platform owner or administrator

The owner controls the business. The owner can approve hosts and webinars, set host plan prices, manage featured placement, edit site content, review reports, update platform settings, and connect the payment account.

Host or organizer

A host creates an organizer profile and publishes webinars. Hosts manage speakers, agendas, registration questions, capacity, waitlists, questions, polls, attendance, resources, replays, and performance information.

Attendee

An attendee finds webinars, saves interesting sessions, registers, joins at the allowed time, asks questions, answers polls, uses shared resources, and views permitted replays.

How the business makes money

Attendees register for free. Hosts pay WebinarTo for software access and extra visibility.

The current model includes:

- Host Pro at \$24 per month.
- Host Studio at \$59 per month.
- Featured event placement at \$19 for 14 days.

The owner can change plan prices, included features, availability, and payment product details from the Billing section in the admin area. Real payments require the buyer's own Stripe account and completed payment setup.

WebinarTo does not sell webinar tickets and does not send payouts to hosts.

First-week launch checklist

1. Confirm the domain and website are controlled by the buyer.
2. Create or connect buyer-owned accounts for authentication, data, payments, hosting, email, storage, and analytics as needed.
3. Change the administrator username and password supplied during handover.
4. Review the public name, logo, support contact, legal pages, and site settings.
5. Review the Host Free, Host Pro, Host Studio, and featured placement prices.
6. Connect Stripe and complete a test checkout for one paid plan and one featured event.
7. Create one test host and one test attendee.
8. Publish one test webinar with a schedule, speaker, registration form, consent, question, poll, resource, and replay.
9. Check the complete attendee journey on a phone and a computer.
10. Remove or clearly label demo content before promoting the service to real users.

Owner workflow

Sign in to the owner area

1. Open the Admin page.
2. Use the temporary handover login supplied through a secure channel.
3. Open Settings.
4. Replace the temporary username and password immediately.
5. Sign out and confirm the new login works.

Never place the administrator password in a public document, support message, or browser configuration file.

Review the dashboard

The dashboard gives a quick view of users, attendees, hosts, published webinars, replays, registrations, paid plans, active promotions, and open reports.

Treat sample figures as demo data until real users begin using the buyer's deployment.

Approve a host

1. Open Hosts.
2. Review the organizer name, category, website information, and submitted details.
3. Add a private review note if needed.
4. Choose Approve, Reject, or Suspend.
5. Confirm that only approved hosts can publish public webinars.

Review a webinar

1. Open Marketplace.
2. Review the event title, topic, schedule, speaker, description, registration settings, consent, cover, and host link rules.
3. Choose Publish to make the approved event public.
4. Choose Feature only when the placement is valid and paid or otherwise approved.
5. Choose Unpublish when the event is unsafe, inaccurate, expired, or against platform rules.

Set plan prices

1. Open Billing.
2. Select a host plan.
3. Enter the price and review the included features.
4. Add the matching payment product and price references from the buyer's Stripe account.
5. Mark the plan active only after a successful test checkout.
6. Save the plan and confirm the public Pricing page shows the intended offer.

Manage site content

Use Taxonomy and CMS to manage topics, curated collections, homepage content, guides, FAQs, and search information. Keep every public claim accurate. Do not publish demo testimonials as real customer proof.

Handle reports and requests

- Review user reports and mark each one as investigating or resolved.
- Review privacy requests and complete them within the rules for the buyer's market.
- Close answered contact messages.
- Review payment webhook records and audit history when an action needs investigation.

Host workflow

Create the organizer profile

1. Create a host account and select the host role.
2. Add the organizer name, category, website text, logo, timezone, and expected webinar frequency.
3. Submit the profile for owner approval if approval is required.
4. Wait for approval before publishing public events.

Build a webinar

The builder uses seven steps:

1. **Basics:** add the title, short and full descriptions, topic, tags, format, level, language, and learning outcomes.
2. **Schedule:** add one or more sessions, timezone, capacity, registration deadline, and waitlist rules.
3. **Speakers:** choose saved speakers or create profiles with a name, role, biography, image, and approved links.
4. **Registration:** choose the attendee questions, required fields, consent wording, confirmation text, and approval mode.
5. **Engagement:** prepare questions, polls, resources, a host call to action, and replay rules.
6. **Design:** add the cover and check that the event page is easy to read.

7. **Publish:** fix any missing required details and submit the event for publication.

Manage registrations

1. Open Registrants from the host workspace.
2. Search or filter the attendee list.
3. Approve or reject pending registrations when manual approval is enabled.
4. Review waitlisted attendees when capacity becomes available.
5. Add private notes or tags where appropriate.
6. Export a CSV only when the host has a valid reason and follows the consent shown to attendees.

Run the event

1. Confirm the host-provided live link uses HTTPS and is authorized.
2. Open the event operations area before the session.
3. Make the join link available only at the intended time.
4. Moderate questions and pin useful answers.
5. Open and close polls at the correct points.
6. Share approved resources.
7. Mark attendance after the session.

Publish a replay

1. Add the authorized replay link.
2. Set who can view it and any start or end date.
3. Add useful resources and answered questions.
4. Add a clear follow-up action if needed.

5. Check the replay as a test attendee before announcing it.

Attendee workflow

1. Browse the webinar directory or a topic page.
2. Compare the topic, speaker, organizer, date, format, level, language, and timezone.
3. Save the webinar or begin registration.
4. Complete the host's required fields and read the consent wording.
5. View the webinar in My Schedule.
6. Open the event room when access is allowed.
7. Ask questions, vote on useful questions, answer polls, and open resources.
8. Return for the replay if the host makes one available.
9. Leave a review only after attendance or valid replay access.

Useful business examples

Coach running a monthly series

A business coach creates one organizer profile and a series for monthly leadership sessions. Attendees follow the topic, register for each event, and return for replays. The coach upgrades for higher limits and a replay library.

Association managing member education

A professional association uses team seats for an owner, manager, and moderator. It publishes a regular programme, exports permitted registration information, runs polls, and keeps resources beside each replay.

Owner growing one focused directory

The owner starts with marketing webinars, invites a small group of experienced hosts, reviews every event, and uses featured placement for selected sessions. After the first collection is useful, the owner can add another topic.

Clear feature boundaries

- WebinarTo manages discovery, registration, event operations, engagement, replay access, billing for host plans, and platform administration.
- Hosts supply their own live and replay links.
- The platform does not provide native video streaming or recording.
- Attendee registration is free in the current product.
- There are no ticket sales, host payouts, native mobile apps, external calendar sync, or built-in email and SMS delivery in the current scope.
- Rule-based scores explain event quality and audience signals. They are not generative AI and do not use protected personal traits.

Common questions

- **Can a nontechnical owner operate the platform?** Daily approvals, pricing, content, reports, and settings are available in the admin area. A technical operator is still useful for service accounts, deployment, payment webhooks, backups, monitoring, and software updates.
- **Can the owner change prices?** Yes. The owner can edit plan prices and features in the admin area. Payment references must match products and prices in the buyer's Stripe account.
- **Does WebinarTo take payments for webinar tickets?** No. Current payments are for host subscriptions and featured event placement only.
- **Does WebinarTo host video?** No. Hosts provide authorized live and replay links.
- **Are the demo users and dashboard numbers real customers?** No. Demo records are included to show how the product works.
- **What should be checked before launch?** Confirm buyer-owned accounts, change credentials, test payment flows, review legal text, test host and attendee journeys, check privacy settings, and remove misleading demo content.

Handover and support boundary

Codeblix will provide 30 days of reasonable technical orientation after transfer. This includes help understanding the package, connecting the main buyer-owned services, and answering setup questions.

The buyer is responsible for hosting, service accounts, credential security, legal review, payment activation, taxes, refunds, marketing, customer support, monitoring, backups, maintenance, and future development. New features and ongoing development are not included unless agreed separately.