GoToStage is the all-access video platform for actionable business content that professionals crave but can’t find anywhere else. For your brand, it’s an opportunity to reach the 60 million professionals who join GoToWebinar events each year. It might just become your new favorite channel for generating awareness and leads.

As part of the public beta for GoToStage, we want to work with you to get your content published. Your live webinars are among the best-performing business webinars in the world, and we believe they deserve a big stage where even more people can discover them.

As a GoToWebinar customer, you already have access to a new feature called the Channel page. Everything you add to your Channel will automatically be published on GoToStage for the beta launch. (You can always hide your Channel if you’d prefer to keep your content off GoToStage.)

Introducing your Channel page
You can now manage and share all your past webinars in one convenient location. Consider it your fully branded library of on-demand webinars. Not only can your customers or clients easily find and watch your webinars, but anyone can discover your Channel through web searches.

How to publish your on-demand webinars on GoToStage
Add past webinars to your Channel to reach new audiences and generate more leads.

Want to learn more? Check out our short tutorial videos or find answers to all your questions in our FAQ.

Adding recordings to your Channel
To add recordings to your Channel, you have to prepare them first. Once a recording is ready, you can share the link or publish it with a click.

1. Log in online and go to the My Recordings page.
2. Find the desired recording you’d like to add to your Channel and select Prepare and then Continue. Once it’s done preparing, you will see a “Ready” message.
3. Toggle the “Add to Channel” button to the On position. That’s it!

Customizing your Channel
You can easily access your Channel and customize it to your liking! From the My Recordings page, select View Channel Page to get started.

Here’s what you can customize:

- **Logo**
  - Add a logo to your Channel that will appear next to your Channel name.
- **Color theme**
  - Change the main color theme of your Channel page.
- **Featured events**
  - Pick five webinars from your list to feature at the top of your Channel page.
- **Banner image**
  - Add a banner image that reinforces your brand to the top of your Channel page.
- **Page title**
  - Edit the way your page title appears.
- **Custom groups**
  - Create group headings to organize your webinars into categories your audience will find relevant.
- **Thumbnail pictures**
  - Add a thumbnail picture to each recording to display on the Channel page. GoToWebinar will automatically create a default image for you, but you can easily remove this thumbnail and add a new one.
- **Video title**
  - Edit the video titles as they appear on the Channel page. This will not change the name of the original recording on the My Recordings page.
- **Video description**
  - Write descriptions that will appear under your videos when users click a recording to watch.