

Company: Push Button Webinar, Brunswick, VIC
Company Description: Push Button Webinars, founded by John Hubbard, is revolutionising auto webinar marketing with AI-driven content creation software and best-practice coaching. The solution is automating content creation, streamlining scriptwriting and slide design, and making marketing assets using AI webinar tools.
Nomination Category: Product & Service Categories - Business Technology Solutions
Nomination Sub Category: Virtual Event Technology Solution
Nomination Title: Push Button Webinars: AI Driven High-Conversion Virtual Event Solution.



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the the nominated new or new-version product or service, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released:

June 2024 - AI Tools Created. Dec 2024 - Accelerator Program Beta launched

4. If you are providing written answers for your submission, you must provide an answer to this second question: Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

Total 349 words used.

Push Button Webinars is an AI-powered content creation system designed to revolutionise how businesses leverage webinars for sales and marketing. It addresses the time-consuming and costly nature of traditional webinar creation, a significant barrier for the 90% of those who state that webinars generate more qualified leads than other channels, but say the lack of time and resources is the #1 reason they don’t create more of them.

The core innovation is the AI-driven software that automates the generation of complete, high-converting webinar systems. This includes conversion-optimised webinar presentation scripts, AI-generated slides, high-converting registration pages, and automated email sequences. The software streamlines the entire process, enabling users to produce complete webinar systems in under 45 minutes. A key differentiator is its ability to dynamically extract and leverage the user's unique expertise and intellectual property to create 100% original content, preserving their authentic voice and teaching style while applying proven conversion frameworks.

Push Button Webinars empowers users to efficiently create high-converting sales presentations, scale their marketing efforts, and implement best practices. The benefits are significant:

- Eliminating the need for expensive agencies or months of manual work, saving users considerable time and money. Beta participants have gone from spending weeks or months on webinar creation to just days or hours.
- Streamlining the webinar creation process, allowing users to focus on other critical activities such as promotion and follow-up.
- Automating the creation of high-converting content, based on best practices, to achieve better sales conversion from webinars.
- Democratised access makes effective webinar marketing accessible to a wider range of businesses, empowering them to compete more effectively.

Push Button Webinars is not a webinar hosting platform, it's a platform-agnostic, complete content creation system. It leverages advanced AI to handle all aspects of webinar creation and delivery, from script generation to viewer engagement. These features save marketers 4-10 hours per webinar and help them create on average 20% more content, with personalisation capabilities that adapt to each viewer.

Push Button Webinars enables virtual event hosts to leverage AI to create and deliver high-impact webinars that drive business growth, focusing on content creation and conversion optimisation.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words):

Total 342 words used.

Push Button Webinars is a recently launched solution and early indicators of market performance and customer satisfaction are highly promising.

The AI-powered nature of the solution has generated significant interest, as businesses increasingly seek AI solutions to enhance their marketing and sales processes. Many virtual events, including webinars, struggle with insufficient audience engagement, lack of a proper content strategy, technical challenges, and limited conversion techniques. Industry data also shows that 92% of companies already achieving an ROI from their investment in AI and AI adopters growing revenues 3x faster than late adopters or non-users, with an average of 27% higher profits. This positions Push Button Webinars in a high-growth market with a strong demand for effective AI solutions.

Critical reception from beta testers and early users has been overwhelmingly positive. Users have consistently praised the platform's ability to dramatically reduce the time and effort required to create high-converting webinars, a key factor in overcoming the content strategy and technical expertise challenges associated with virtual events. Testimonials highlight the transformative impact of Push Button Webinars on content production workflows, with beta participants reporting a shift from spending weeks or months on webinar creation to just days or hours.

These reviews emphasise the platform's ease of use, effectiveness, and the significant value delivered:

- "I was so pleased with the first webinar I created—I couldn’t believe I was capable of doing it in a fraction of the time.”
- “I’ve worked on creating content like webinars, and what usually takes days or even weeks, can now be done in a fraction of the time using John’s tools. We are able to produce amazing content using the tools that he's built.”
- “This makes each interaction way more meaningful and effective. His insights into customer behaviour and how he uses AI to enhance every touchpoint are truly remarkable.”

While specific monetary or unit sales figures are not yet available due to the recent launch, the strong initial reception and alignment with market trends indicate significant potential for future growth in the virtual event technology space.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 67 words used.

Push Button Webinars empowers businesses to overcome the traditional barriers to successful webinar marketing, providing them with the tools and knowledge to create compelling, high-converting webinars that drive business growth.

This innovation is already creating massive efficiencies for users who have reported outstanding success. An outline of the development, screengrabs of the software and tools, beta testing outcomes and testimonials are included in the supporting document attached.

Attachments/Videos/Links:

[Push Button Webinars: AI Driven High-Conversion Virtual Event Solution.](#)

[REDACTED FOR PUBLICATION]