

## weeks before

4 - 6

PROMOTE

weeks before

weeks before

**PREPARE** 

weeks before

week before

day before

The last

**HOST** 

You're live

FOLLOW UP

hours after

hours after

week after

on the webinar

1-2

2-6

 $\bowtie$ 

hour before

the webinar

balls in the air. But not to worry. This comprehensive checklist is sure to keep you on track.

on the books.

Time to get your next webinar

Define the goal of your webinar

THE COMPLETE WEBINAR

CHECKLIST

As a webinar organizer you have a lot of

weeks before

Determine what type of webinar to run Select speakers & staff Set a date & time for the webinar Align on a rough topic

Do you have all the assets you'll need?

Nail down session title & description Set up the event in your webinar tool Create the webinar landing page Design the email invite Create a 60 second teaser video

Go get the word out. Send the invite email Create the promotion materials / ads Start paid promotion on Facebook Add the webinar to your website

Encourage social sharing

Start to organic social promotion Encourage your team to share

Craft your content. Create the session outline Create the first draft of the slide deck If it's a panel: Host a speaker intro call Send the second invite Are you all buttoned up? Final presentation due

Do a full dry-run with all speakers Finalize & add in-session polls Review & upload any handouts Create a the replay page Re-send the invite to non-openers Send first reminder to registrants Pre-load any in-session tweets Get calm before the storm

Thoroughly test your webinar setup Send another reminder to registrants Last minute

Send final reminder 1 hour before Meet in the green room 30 mins before Test handovers, audio, & slides Last bathroom break ;-)

Showtime!

Launch a few minutes early Greet people by name as they join

Use an icebreaker to set the tone Introduce the topic

Go over some quick housekeeping Introduce & highlight your speakers

Deliver the content Do Q&A all throughout and at the end Deliver your call-to-action End with a recap and your contact info Do a team debrief immediately after

Edit out the bloopers Edit the recording Publish the replay page Follow-up with the audience

Finalize & send follow-up to attendees

Finalize & send follow-up to no-shows

Ensure leads are touted for follow-up

Pull & analyze the webinar reports

Send a check-in email & surprise gift

Stay top-of-mind



Add the recording to your website hub

Transcribe the webinar

**REPURPOSE** the webinar day after

week after CONGRATS!
YOU'RE

DONE

Get an evergreen return Set up the replay as an evergreen event Turn the transcript into a blog post Time to plan your next webinar:-)

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