

COMPREHENSIVE WEBINAR CHECKLIST

6 WEEKS BEFORE

- Pick your topic.
- Pick a date.
- Pick speakers and/or hosts and co-hosts.
- Set your goals and metrics for the webinar.
- Select webinar platform
- Decide whether you want to -link directly to webinar platform from the registration -email them with sign-in details -do both
- Create registration landing page
Make sure to include:

- Title of the webinar
- Description of the topic and benefits
- Date/time with timezone converter
- Sign-in information and/or contact info
- Speaker bios, headshots and description of their topic
- Hashtag and social links

4 WEEKS BEFORE

- Work with your speakers to outline of the webinar
- Create first draft of webinar slide deck
- Promote the webinar through
 - Social Media
 - Blog post
 - Email List
 - Website pop-up or banners
 - Online advertising
 - PR

3 WEEKS BEFORE

- Upload slide deck into webinar platform
- Do a dry run of webinar with your hosts and speakers
- Test audio, visuals, videos and slides
- Make any final changes to the set up or slide deck.

2 WEEKS BEFORE

- Set up 4-5 Tweets (slides + quotes) that you can post during the webinar

- Send out a reminder email to all attendees.

Include:

- Sign-in information or link
- Date and time with timezone converter
- The benefits of attending
- The webinar hashtag
- Alternatives if they cannot attend

- Speaker/Host/Co-Hosts: Set the physical location.

Check the:

- internet connection
- background and lighting
- external noise level

3 DAYS BEFORE

- 2 hours before:
 - Promote on all your social media platforms
 - Send out a reminder email including all the information
- 30 minutes before: Have both the host and your speakers call in.
- 10 minutes before: repost on social media

DAY OF YOUR WEBINAR

- Make sure to record webinar for later downloading
- You or the host: give an introduction to the webinar:
 - Remind the attendees of the hashtag
 - Explain how the Q+A will work (Chatbox/Twitter/etc.)
 - Introduce the host or speaker
- Tweet quotes and slides
- Gather questions
- Ask the speakers the questions from the Q&A.
- Use the hashtag you created and answer questions from Twitter, as well as in the webinar platform.
- Conclude the webinar
 - Thank the audience
 - Let them know what will happen after the webinar
 - Share your contact info

DURING THE WEBINAR

- Adjust landing page copy, or close the landing page down.
- Create a blog posting or landing page about the webinar.

Include:

- Upload the video recording online
- Slides: upload slide deck to SlideShare.
- Transcription: only include the relevant content from the webinar
- Helpful links (books, referenced material)
- Contact details
- Send link in follow-up email to attendees
- Send link in follow-up email to absentees

3 DAYS AFTER THE WEBINAR

ADDITIONAL NOTES

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