THE ULTIMATE WEBINAR
Checklist

Webinars can be overwhleming if you don't know where to begin. There are also quite a few steps in making an awesome webinar. Don't miss any steps on your next webinar production! Use this checklist to make sure you do everything you need to host a webinar with lots of value.

1. PRE-WEBINAR. 8 WEEKS PRIOR

☐ **Pick a date**

☐ **Determine the topic**
It is best to pick a topic where more information could really help your audience.

☐ **Select speakers and host**
It is ideal to have at least one host, and one additional person helping with webinar logistics.

☐ **Set goal**
Ex: lead generation, registrations, new audience, etc

2. PRE-WEBINAR. 5 WEEKS PRIOR

☐ **Create registration page. Things to include:**
  - ☐ Title
  - ☐ Description & hashtag
  - ☐ Form
  - ☐ Date/Time
  - ☐ Sign-in information
  - ☐ Speaker bios and headshots

☐ **Select webinar platform to host webinar on**
Either link directly to webinar platform once people sign up on registration page, or email them with sign-in details before the webinar.

3. PRE-WEBINAR. 3 WEEKS PRIOR

☐ **Create outline of webinar topic**

☐ **Create first draft of webinar deck**
Check out webinar best practices here.

☐ **Promote webinar**
Some ideal promotion channels include: social media, social advertising, blog posts, email to current database, and PR. (Promotion should continue until webinar).

4. PRE-WEBINAR. 2 WEEKS PRIOR

☐ **Upload webinar deck into webinar platform**

5. PRE-WEBINAR. 1 WEEK PRIOR

☐ **Dry Run of webinar**
Test audio, visual, and slide progression.

6. PRE-WEBINAR. 3 DAYS PRIOR

☐ **Send reminder email**
Include sign-in information and webinar hashtag.

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7. DAY OF WEBINAR.

☐ **Send a reminder email**
This email should include the hashtag, date, time, and log-in information, and should come from the speaker or host of webinar.

☐ **Find a quiet room to host webinar in**

☐ **Use a wired connection.**
This will help you avoid wireless problems during the webinar.

☐ **Have speaker call in, or join you 30 minutes prior to webinar start time**

☐ **Social media promotion**
Day-of promotion helps create buzz around the event.

8. DURING WEBINAR.

☐ **Record webinar**
for on-demand downloading purposes.

☐ **Tweet**
Answer questions, ask for audience participation, and tweet quotes from speakers.

☐ **Answer questions**
Use the hashtag you created and answer questions from Twitter, as well as in the webinar platform.

☐ **Adjust the registration page**
Reflect the current status of the webinar. (We usually say "Happening now, live webinar!")

☐ **Gather questions**
Ask the speakers at the end of the webinar during Q&A.

9. POST-WEBINAR.

☐ **Adjust landing page copy**
Reflect on-demand status of webinar.

☐ **Convert recording into a viewable file**
We currently use Wistia for this.

☐ **Upload video to the post-registration page**

☐ **Optional**: Upload slide deck to SlideShare**
This is for more promotion. Make sure to link to the full recording somewhere in the SlideShare or description.

☐ **Send follow up email to attendees**
Include the link to on-demand webinar recording.

☐ **Send a follow up email to registrants**
These people didn't attend, so reflect that in the email copy. Include a link to the on-demand recording in case they want to watch later.

Great work! Give yourself a pat on the back for a great webinar.
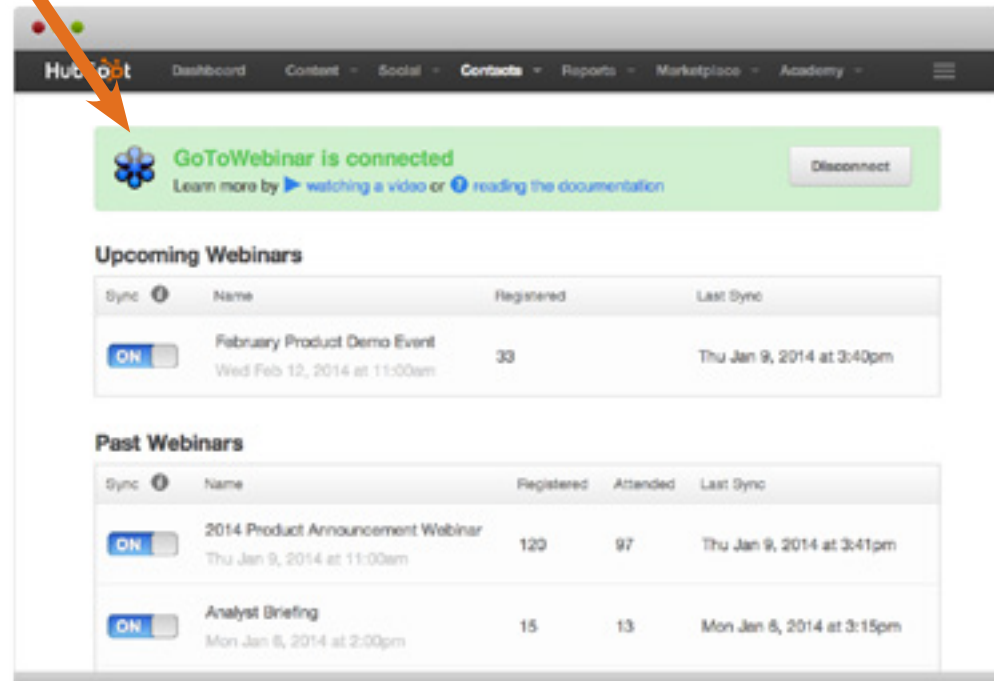
Notes:

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