

WEBINAR CHECKLIST



1 ONE MONTH BEFORE WEBINAR

- Pick a date and time for the webinar
- Pick a topic
- Choose a reliable webinar provider

2 THREE WEEKS BEFORE WEBINAR

- Create a registration page on your website - make sure you include the date, time and topic of your webinar
- Set up an automatic confirmation email for when the form is completed
- Start preparing your webinar content

3 TWO WEEKS BEFORE WEBINAR

- Promote the webinar via social media, blog posts and email campaigns
- Ask your webinar provider for a demonstration so you know all the features your platform provides

4 ONE WEEK BEFORE WEBINAR

- Finish preparing your webinar content
- Have a practice run through the webinar to identify any possible challenges

5 THE DAY OF THE WEBINAR

- Send a reminder email to your registered guests a couple of hours before the webinar starts
- Make sure you're ready to start with time to spare so you don't feel rushed

5 TOP WEBINAR TIPS

1. Interact with your audience
2. Make sure you do a sound check and practice run before the webinar
3. Keep in mind that there may be guests joining from other time zones
4. Choose a quiet place to work from so there are no background noises
5. Stick to your agenda!