

Webinar Checklist

Before your webinar

- Set your webinar goals
- Choose a topic
- Secure date, time and speakers
- Schedule a practice session for a few days prior to the webinar
- Solidify the title, abstract and key takeaways
- Schedule the event in your webinar software
- Create and test your registration page
- Sync your registration form with your marketing automation software
- Create your webinar promotion plan (e.g. email invitations, social media, website updates, paid advertising)
- Promote your webinar
- Develop your webinar content and presenter notes
- Conduct a practice session

Day of your webinar

- Tweet the event reminder
- Prepare seed questions
- Meet in the webinar room 45 minutes in advance
- Test the audio
- Allow the audience to join 10 minutes before you start
- Record the webinar
- Live tweet and monitor Twitter for questions

After your webinar

- Upload the recording to YouTube (or your preferred video platform)
- Publish a recap blog or convert your registration page into a recording landing page
- Send follow up emails to attendees and registrants who did not attend
- Thank your speakers
- Evaluate your performance