

How to Host a Webinar: The Ultimate Checklist for 2024

Run through all the things you need to do to pull off a successful live webinar.

Let's say you have a great webinar game plan, a solid goal in mind, and panelists in place. All that's left to do is get people to attend and go live.

It can be tricky to pull off a smooth and successful live event, but we're here to make it easier with this webinar checklist. Whether you're using Wistia Live or another live streaming platform, this checklist will guide you through everything from prepping and promoting to going live and making the recording available on demand—and more.

Let's make your live event a smashing success!

Here's what you should do before, during, and after your webinar:

- Five weeks before the webinar
- Three weeks before the webinar
- One week before the webinar
- Three days before the webinar
- Day of the webinar
- During the webinar
- After the webinar

NOTE

Still looking for a live streaming platform? We think you'll love [Wistia Live](#). It's built into our video marketing platform, so you'll get to do all things webinars in one spot. Check it out!

Five weeks before the webinar

Five weeks may seem like a long time, but take it from us: They'll fly by fast. So now would be a good time to start laying the groundwork. Here's what you need to do:

Create an event in your live streaming platform

- Give your event a title.
- Decide on the date/time you want to go live.
- Figure out how long your event will be.
- Write up an event description.
- Set up a registration page and connect with your customer relationship management tool or marketing automation platform.
- Customize your registration page to match your brand.
- Share the panelist link with your panelists.
- Share the host link with your co-host (if you have one).

Put together a promotion strategy

You should start promoting your event two to four weeks beforehand—and don't stop until the big day.

- Decide where to promote your webinar. ([We've got some ideas!](#))
 - Your website and landing pages
 - Email
 - Social media
 - Advertising
 - Inside your product
- Create compelling copy that covers all the essentials.
 - Email copy
 - Organic social copy
 - Paid social
- Create design assets.

PRO TIP

Webinar promotion should run two to six weeks before your event. For more significant events targeting a new audience, plan to start promoting four or more weeks in advance. Two weeks is sufficient if the event is aimed at customers or an audience more familiar with your brand.



Three weeks before the webinar

Now it's time to start preparing your presentation.

Develop the webinar content

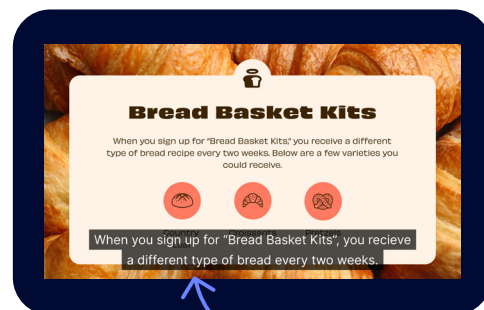
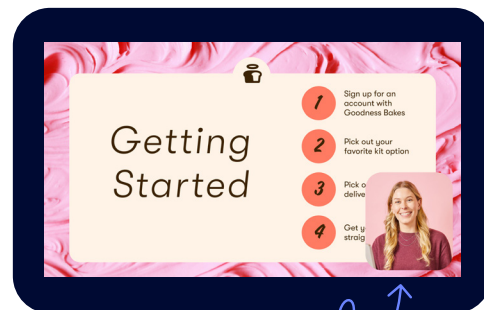
- Create an outline of your talking points.
- Put together the first draft of the slide deck (if you're using one).
- Make a list of videos you may want to share during the webinar.

Find your dedicated webinar broadcasting space

- Find a quiet space.
- Improve your video lighting with natural or artificial lighting and avoid bright backlighting.
- Position your camera at eye level, whether you use a laptop camera, iPhone camera, or DSLR.
- Use headphones to monitor audio playback.
- Pick up an external microphone for high-quality audio input.

SLIDE DESIGN PRO TIPS

- ✓ When designing your slides, avoid placing important info where the closed captions may cover it.
- ✓ Keep in mind that when a presenter shares their screen, their webcam image may block one area (usually bottom right corner).
- ✓ Use high contrast colors between the text and the background to make your slide deck more accessible and easier to read.
- ✓ In order to catch viewers attention switch up your slide style between light and dark versions. Alternating between high contrast slides breaks up the monotony thereby helping to keep your viewers attention.



One week before the webinar

Let's get some things in order and make sure your co-presenters feel good about everything!

Prepare the videos and resources you want to share during your presentation

- Add poll questions to your live event ahead of time.
- Line up the videos you want to share.
- Make sure your list of resource links is ready to go.
- Create a run-of-show document that outlines when you want to play each video or share relevant resources during your event.

Host a webinar dry run

- Set up a new live event just for your dry run.
- Share the panelist link with your co-presenters.
- Check your audio and video quality.
- Check your internet connection.
- Make sure you (and your co-presenters) have screen sharing set up.
- Practice moving panelists on and off the stage.
- Run through the deck.
- If you're sharing videos during your event, make sure the video playback is great.
- Make sure there's enough time for a Q&A sessions at the end of your presentation (at least 15 minutes).

Have your panelists help spread the word

- Put together some promotional copy with links to the registration page.
- Ask your panelists to share the promotional copy with their followers on social.



Three days before the webinar

The webinar's right around the corner, so it's time to dot your i's and cross your t's!

- Send a reminder email to current registrants.
- Finalize your webinar content.
- Email your wider list to get more folks to register.
- Lock in your webinar location.

Day of the webinar

The big day is finally here! Take a deep breath. You've got only a few things left to do before going live.

Remind your registrants about your webinar

- Email them a reminder with a link to the live event.
- Finalize your webinar content.
- Lock in your webinar location.

Get your location ready

- Check your setup.
- Check all the wiring and equipment settings.
- See if your wireless internet connection is strong and stable enough. If possible, use a wired ethernet connection to get the fastest and most stable connection.
- Make sure the room's quiet and there are no distractions.
- Face a light source.
- Set your webcam at eye level.
- Clean up your digital background.
- Clean up your webcam background.

Connect to each social channel you'll be simulcasting on

- Grab the stream key and RTMP URL from each social channel and plug them into your streaming platform.
- We've got step-by-step instructions for [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [LinkedIn](#)!

Join the event room 15-20 minutes before the scheduled time

- Join as a host.
- Check the audio and video quality.
- Check your slides.
- Make sure the video playback is great.
- Have your co-host (if you have one) and panelists join 15-20 minutes prior, too.
- Check in with everyone to make sure they're ready for showtime.
- Ask them to check their audio and video quality.



During the webinar

Follow these best practices to keep your live stream rolling.

Go live five minutes before the scheduled time.

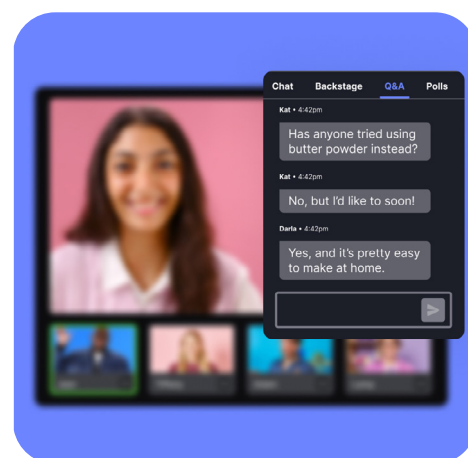
- Play a countdown timer on the screen for the early birds.
- Check all the feeds if you're streaming your event to your site or on social media platforms.
- For Instagram, go back to Instagram and activate the live stream.
- At the scheduled start time, show the title slide for a few minutes to let folks trickle in and settle in.
- While you wait, ask your attendees ice-breaking questions in chat.
- Try asking where they're logging in from. (This is the most popular question to ask.)
- Ask what they're most excited to learn about.

Engage with your audience

- Pay attention to what your attendees are saying in the chat.
- Remember to share all the links, poll questions, and videos you've put together for this webinar.

PRO TIP

- ✓ Remind your audience that the webinar is being recorded and let them know that you'll share the recording and slides later.
- ✓ Encourage the audience to drop their questions in the Q&A feature during the presentation and let them know you'll have time at the end to answer them.
- ✓ If it fits the nature of your webinar, encourage everyone to share live updates on social media during the presentation.



After the webinar

Phew, the event is over! But the fun doesn't stop here. Now it's time to turn your webinar into a gift that keeps on giving. Clean up your recording, make it available on demand, and repurpose it into various marketing assets.

Review your event analytics

- Find out when your audience was most engaged during your presentation and when they were not engaged.
- Use these findings to improve your webinar strategy.

Polish up your webinar recording

Generate a transcript for your recording and turn it into captions.

- Customize the video player to match your brand.
- Add chapters to make it easy for your audience to navigate through the content.
- If you're using Wistia's video editor, it'll automatically generate chapters for you, and you can adjust them to your liking.
- Add a lead generation form to your video so you can collect email addresses and other information from your on-demand audience.

Share the webinar recording

- Embed the recording on your site.
- You can create a page or Channel for your on-demand webinar recordings.
- Share the recording on your social channels.

Send follow-up emails

- Email your attendees.
 - Thank them for tuning in.
 - Include a link to the on-demand recording.
 - Include your presentation slides.
- Email the registrants who didn't attend the webinar.
 - Include a link to the on-demand recording.

Turn the most engaging moments of your webinar into social media clips

- Adjust the video layout to fit each social channel you're using.
- For TikTok, YouTube Shorts, or Instagram, set your clip to a 9:16 vertical layout.

Turn the webinar content into an evergreen blog post

- Summarize the key takeaways.
- Embed the on-demand recording in the blog post and gate it with a lead capture form to keep generating leads.

