

Webinar checklist

8 weeks out

- Conduct internal research on lead types and FAQs
- Build persona for highly-qualified webinar lead

2 -3 weeks out

- Begin promotion on all channels
- First run-through/rehearsal on platform with all speakers

6-7 weeks out

- Identify webinar topic
- Select webinar hosts, guests, and partners
- Identify date and time
- Write boilerplate copy for event

1 week out

- Second run-through/rehearsal
- Re-promote on organic channels and optimize paid channels
- Double check reminder emails
- Build post-event nurture journey for attendees and registrants

4-5 weeks out

- Build registration page on selected Webinar platform or own website
- Create promotional assets i.e. email invitation + reminders, social, partner and paid creative
- Build reporting dashboard with data sources are connected
- Create run-sheet, slides and set up demo environments
- Kick off meeting with all hosts, speakers and producers

Week of/day of webinar

- Tech check ahead of webinar
- Double check post-event nurture journey and reporting dashboard

During webinar

- Download questions submitted and webinar recording