

The ultimate webinar checklist

8 weeks beforehand

- Set a date and time
- Choose a title
- Select speaker(s)/host(s)
- Set an objective
- If relevant, contact relevant partners

5 weeks beforehand

- Choose a webinar solution
- Create a registration page for the webinar through the solution
- Put together an agenda for the webinar

3 weeks beforehand

- Produce a first draft of webinar slides
- Promote the webinar through:
 - e-mail
 - SoMe
 - blogs
 - partners
 - paid promotion
 - other customer communication

2 weeks beforehand

- Upload the presentation to the webinar solution
- Continue to promote through the aforementioned platforms

1 week beforehand

- Send a reminder to registered participants, by e-mail and preferably through the webinar solution if it's an option.
- Promote the webinar again through
 - E-mail
 - SoMe
 - other communication platforms
- Test the webinar

3 days beforehand

- Send an e-mail reminder to registered participants
- Book a conference room for the webinar

Day of the webinar

- Send an e-mail reminder to registered participants
- Promote on SoMe
- Ready speakers and welcome guests

During the webinar

- Record the webinar – solutions usually offer this option
- Ensure that participants can ask questions
- Compile participants' questions, and answer these

After the webinar

- Send the participants thank-you e-mails with a link to the recording and presentation
- Add participants to any follow-up list
- Reflect on and analyse how the process went
- Pass on relevant information to others at the company, such as the sales department.