



Webinar Planning & Prep:

- **Have multiple people involved.** You'll want to have an assistant with good understanding of your webinar equipment and software to make sure everything goes smoothly.
- **Pick a compelling, focused topic.** Ways to narrow in on topics your audience cares about include:
 - o Mine your FAQ page for top topics
 - o Search Google Analytics for top traffic pages
 - o Ask your sales or social teams what topics they discuss on a daily basis
 - o Poll your audience to ask them directly
 - o Look at your competitors to see if there are any topics to make your own
- **Snag a great speaker.** These can be from within your company, industry experts, or influencers. Make sure they are someone credible that your audience will have reason to trust.
- **Pick your date/time.** Be sure to keep time zones in mind. For example, a 9am CST webinar may not be a good time for someone on the west coast.
- **Choose a webinar format.** Examples include:
 - o Single Expert Presenter: One expert shares their insights or tips.
 - o Dual Presenters: Instead of just one presenter, you have two presenters, which helps engage and educate the audience and may allow you to share more information.
 - o Panel: Just like a live panel, you could host a group of experts discussing a specific topic.
 - o Q&A Webinar: An expert (or a panel) answers the questions asked by your audience.
 - o Interview Webinar: Having a popular influencer as a guest speaker is a great way to boost attendance and build your authority.
 - o Product Demonstration: If your goal is to promote a product, then you can choose the product demonstration or tutorial format.
- **Do a dry run.** Don't forget to test beforehand every single time. This will be the best way to avoid snags in your presentation.

Technical

- **Choose the right webinar platform.** Ask yourself: Does it fit your budget? Does it include the features you need? How many attendees will it allow? Can you record?
- **Test your gear.** If you're using a webinar platform, make sure you're familiarized with all the features it offers. On the day of the webinar, be ready 10 to 15 minutes early to make sure all of your gear is working.
- **Eliminate any potential sources of noise.** Mute all devices not necessary for the webinar. Be inaccessible to pets and children. Close all other applications running in the background on your computer.

After The Webinar

- **Offer a call to action.** This CTA can vary based on your business and audience, but you want your attendees to feel like they know exactly what to do next to act upon what they learned.
- **Survey your attendees.** Use this survey to ask more detailed questions about what they liked and what they didn't during the webinar, if they had technical issues, and to get ideas for future topics they are interested in.
- **Send people more content.** Best practices are to segment your registrants based on attendees, people who registered but didn't show up, and people who converted.
- **Track your results.** How many people registered? How many actually attended? How much time did they spend watching the webinar? How valuable did they find it?