BLULEADZ

THE ULTIMATE WEBINAR CHECKLIST

Your Guide to Planning and Hosting an Awesome Event to Drive Leads

A [webinar](#) calls for a lot of resources, and putting one together can feel like juggling a million pins at once.

And because it's a big investment of time and resources, you want to make sure you get the most value out of this online event.

Don't panic. We've got you covered. Follow this checklist so you cover all your bases in the following stages:

- **Planning and Preparation:** This is when you're ideating, finding the software you need, assigning roles within your team, and promoting your event.
- **Day of the Webinar:** This is the big day, which calls for great attention to detail on technology, setting, promotion, recording, engaging with participants, and much more.
- **Follow Up:** This is when you and your team further engage with attendees through targeted messaging and email follow-ups.

Phase 1: Planning and Preparation

This phase takes about two months. In the early part of this phase, you're ideating and managing your resources.

By the end of planning and preparation, you'll have a completed webinar that you already tested and promoted.

8 Weeks Before the Event	
Date: Select the day and time you're planning to host the webinar.	
Topic: Identify the topic you're addressing and determine how your approach differs from others.	
Presenters: Pick who will be speaking and who will be hosting the event.	
Other Roles: Identify what other team members will be involved on the day of the event (e.g., managing the live chat, addressing ongoing tech issues during the event, testing social media live streams, etc.)	
Goals: Write out what the main objective of the webinar is in the form of a smart goal.	
Identify Key Performance Indicators (KPIs): List KPIs that align with your smart goal so you know what metrics to assess after the event.	
6 Weeks Before the Event	
Webinar Content Outline: Write a structured outline of the topic you're addressing and highlight the main points you're touching on.	
Landing Page: Design, write, and develop a landing page for registration, which includes a form to capture lead information.	
Software: Research and choose what technologies you need for the event, like a webinar hosting platform, email marketing tool for promotions, etc.	

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4 Weeks Before the Event	
Webinar Content First Draft: Write and edit the first draft of the webinar slide deck.	
Promotional Campaign: Develop and launch a comprehensive marketing campaign to drive registrations (e.g., social media posts, newsletter announcements, supplemental blog posts, etc.)	
2 Weeks Before the Event	
Webinar Content Final Draft: Finalize copy and design of your slide deck.	
Content Upload: Add your presentation to the webinar hosting platform you're using.	
Final Week Before the Event	
Reminder Emails: Send emails to registrants and other interested parties to remind them about the time and day of the event and what value they can expect. Remind them a few days before as well.	
Final Test: Run through the presentation with your team, testing the content as well as the hosting platform and other technologies you're going to use on the day of the event.	

Phase 2: Day of the Webinar

This phase lasts the entirety of the event. In the beginning, you're testing everything and conducting final promotions.

By the end of this phase, you're recording and moderating a kickass webinar.

The Day-Of	
Final Reminder: Send another email to remind registrants and those who expressed interest about the value of the webinar with relevant information, like a link to the event and the start time.	
Tech Test: Run one last check on all the technology being used at least a few hours before the start time so you can make any fixes.	
Social Media: Use your channels to promote before starting, then live update them with insights and educational resources that align with the webinar content. Address incoming questions or comments as followers engage with you in real time.	
Hit Record: Make sure you capture a full recording of the presentation so you can send it to those who attended as well as those who couldn't make it.	
Moderation: Ensure your host is able to properly moderate the flow of the presentation and helps field questions during the specified Q&A portion of the event.	

Phase 3: Follow Up

After you've created and hosted an amazing event, you're ready to engage and continually educate leads.

Over the next few days, you should be following up with attendees and leads, creating supplemental content, and measuring your successes.

After the Event	
Email Attendees: Send a follow-up thank you message within 24 hours, including a link to the recorded version of the presentation and a viewable version of the slide deck, to those who attended the event.	
Email Other Leads: Send the recorded version and slide deck to people who registered but didn't make the live event.	
Update Landing Page: Write updated content indicated the event passed and include an embedded video or a link to the recorded presentation.	
Repurpose Content: Create content related to the event and repurpose what was used in new formats (e.g., upload the deck to Slideshare, write a blog post based on a survey you took with attendees, etc.)	
Measure Success: Analyze your KPIs (like attendee ratio, on-demand viewings, and audience retention) and track how they measure up to your smart goal.	
Report Results: Develop a report that includes goal tracking, areas of improvement, and action items, then discuss this report with your team and with senior leadership.	

Start Planning Your First Webinar Today!

Follow each of these steps to make sure you're on track to host an amazing webinar that delights your audience and provides real value.

Remember, this is an iterative process. Reflect on your efforts after each webinar and use what you learn to continually improve. With this checklist, you're well on your way to start hitting your goals and driving real results for your business!