

Successful Webinar/Tele-Seminar Checklist

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PlayBig Online Marketing wants you to have successful webinars and tele-seminars. This document is a useful list to review prior to any of your events. For help in any aspect of your Virtual Events, contact us.

Planning:

- ☐ Who is the co-host or the person who will be providing and introduction _____
- ☐ Script out what the co-host or helper will say at the beginning and end of the event
- ☐ Create a plan for handling Questions and Answers
- ☐ Write down the call-in information and codes
- ☐ Create a contingency plan for issues
- ☐ Will event be recorded?
 - Will recorded event be distributed?
 - Will recorded event be used for re-purposing (creating information products, etc)?

Before the Event

- ☐ Restart computer and only open those programs necessary for the event.
- ☐ Prepare the speaking environment and verify computer and phone or headset setup.
- ☐ Contact the co-host or Virtual Event Specialist for a final check.
- ☐ Make sure all call waiting and phone ringers in the room are off.
- ☐ Set cell phone to vibrate – but have close at hand in case staff needs to text.
- ☐ Have a glass of water available.
- ☐ Do a sound check and log-in 15 minutes before the start of the Webinar.

During the Event

- ☐ When starting, speak clearly and project your voice into the headset.
- ☐ Stand up while speaking, if possible.
- ☐ Stick to the outline and be mindful of the time.
- ☐ Be strong and confident with next steps and call prospects to action.
- ☐ Have fun, and smile into the phone as much as possible.
- ☐ Communicate enthusiasm to the audience.

After the Event

- ☐ Have a variety of follow up emails available to attendees. For more information, visit:
www.playbigonlinemarketing.com/Nurture_Marketing
- ☐ If recording the event, wait for webinar to record, do not turn off your computer.

This checklist is provided by PlayBig Online Marketing and is for your use only. If you have any comments or updates, we would love to hear from you! Please contact us at 910.960.7618 or PlayBigMarketing@gmail.com.

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