



EIGHT-WEEK GUIDE TO PLANNING A PROFESSIONAL WEBINAR

A webinar platform is a powerful tool for reaching new and existing customers and providing them with interesting and informative content. It is an unparalleled medium for delivering thought leadership to a geographically diverse target market and a great way to build up relationships and create awareness of your brand. It can be particularly valuable to showcase or demo a particular product or service.

But success is not guaranteed, and this is not something you can pull together overnight. In fact, as a rule of thumb, you should develop an eight-week plan of attack to ensure your best chances for success.

Planning a webinar helps make certain that your content meets the right audience.

Here, then, is a step-by-step, eight-week plan for a professionally executed webinar that achieves its set purpose: Providing relevance for your target audience.

Weeks 1-2

Start by establishing your topic and figuring out who is responsible for what.

Delegating roles and responsibilities

- Who is going to ensure tasks and implementation?
- Who is creating your landing page?
- Who is executing it?

Do you have a big team? Ensure you choose the right people for the right jobs. Too many stakeholders could make it difficult to coordinate.



Delegate The Following Tasks:



The Webinar Presenter(s)

It's important to identify early on who will be presenting from your organization and whether you are planning to have guest speakers. Start coordinating potential internal or external speakers. Ensure they are available for your event.

Pro tip: Always have back-up speakers, especially if you're planning on inviting outside guest speakers.



Graphics and Creative

Identify who will be creating your slides, your social promotions, and your email creative. Choose a designer that can bring your ideas to life but also shares your vision.



Marketing and Promotions

Ensure your team includes members who can handle:

- Paid and organic advertising.
- Social media promotions.
- Email copy and automations.
- Registration pages.
- CRM maintenance.

By implementing each of these factors together, you can solidify a stronger webinar promotional strategy.



Overall Communication Strategy

Have someone in charge of the overall communications. This includes social media management, assistance with email copy and answering questions that may come through as you promote your webinar.

Week 3: Putting meat on the bones

By week 3, your team should have a clear understanding of their roles and responsibilities.

By the end of week, there should be no lingering questions about the vision or message of the webinar and the direction of the creative. Landing pages should be built and tested, and promotional materials should be ready for launch.

Weeks 4-6 Execute Your Promotional Plan

This is the time to set up your registration page and to begin promoting your webinar.

Create a promotional calendar that schedules when your emails and social media posts will go out. Make sure your webinar slide deck is ready, as well. Communicate a clear and concise message that is consistent with your promotional materials.

Week 7: Understand your Webinar software

With your webinar just around the corner, you will observe a sharp peak in registrations. Now is the most important time to understand the program you use to present your webinar.

Look into engagement webinar features such as:

- Polling questions.
- Live Q&A options.
- Social media widgets.
- Resources section.

Don't hesitate to reach out to the webinar.net team at any time to learn how to leverage the engagement features on the Platform.

Week 8: Lights, Camera, Action!

In the days leading up to the webinar, do a dry run. Go through every step at least once including running the full presentation and Q&A session. If you're the presenter, don't forget to designate a member of your team to monitor the Q&A.



Anticipate Technical Issues

Check to see if your audiovisual equipment is working as expected. Ensure your lighting and physical set are properly positioned. Avoid using your meeting or board rooms for your webinar event. They are not built for webinar production.

A Quick Recap

Webinar planning can be daunting. Use our 8-week planning guide to execute a successful webinar program:

- Weeks 1-2: Block Out The “Who” and The “What”: Who are the stakeholders on your team and what are they responsible for?
- Week 3: Solidify Your Webinar: Now that everyone knows their roles, start to tighten up your promotional materials.
- Weeks 4-6: Execute Your Promotional Plan: Create a promotional calendar to help schedule your promotional strategy.
- Week 7: Understand Your Webinar Software: Are you using your webinar platform to its fullest extent?
- Week 8: Lights, Camera, Action!: Ensure you've completed at least one dry-run of your webinar to find and correct any issues before the live event.

Have any questions about planning your webinar? Our expert webinar team is always available to help. Reach out today.