## **Live Webinar Planning Checklist**

This checklist will help you organize your resources and personnel in preparation for a LIVE Webinar.

☐ Select Webinar Topic	
☐ Write Headline (140 char max)	
☐ Write Description	
□ Date	
☐ Time	
☐ Recurring?	YES or NO
☐ Organizer	
☐ Presenter(s)	
☐ Panelists	
☐ Set Up Registration	
<ul> <li>Set Up Registration Lead Bridge</li> </ul>	
☐ Create Registration Survey	
<ul><li>Set Up Webinar Alerts (email)</li></ul>	
☐ Set Up Webinar Alerts (SMS)	
☐ Set Up Webinar Alerts (voicemail)	
☐ Create Presentation	
☐ Create Handouts	
☐ Create Bonuses	
☐ Create Poll Questions	

<ul><li>Question Management and Engagement Strategy</li></ul>	Chat – Phone – VoIP email
<ul><li>Public Relations and Advertising Strategy</li></ul>	
☐ Schedule Practice Session	
☐ Recording Plan(s)	
☐ Evaluation Tools	
☐ Tracking	
☐ Follow Up	
NOTES	