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	
☐ Set Up Registration Lead Bridge	
☐ Create Registration Survey	
☐ Set Up Webinar Alerts (email)	
☐ Set Up Webinar Alerts (SMS)	
☐ Set Up Webinar Alerts (voicemail)	
☐ Create Presentation	
☐ Create Handouts	
☐ Create Bonuses	
☐ Create Poll Questions	

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