



bridge2MORE Checklist: Hosting a Webinar

Note

This checklist is not an exhaustive list. It provides ideas, suggested steps and alternatives to inspire your own process for preparing and hosting an online training.

Preparation

- Review strategic goals for the year, quarter and month
- Set goal for webinar
- Market research to explore topic ideas
- Confirm name of event
- Map out curriculum / contents of training
- Create email list for participants
- Create landing page for registration
- Create sign up thank you page
- Set automation: Confirmation + details email
- Create promotional plan
- Create promotional graphics
- Schedule email: 24 hour countdown
- Schedule email: 1 hour countdown
- Schedule email: We're live! (15 minute countdown)
- Create presentation

Day of Event

- Review presentation
- Take a break, get comfy, and soak up that self-care
- Present!

Post-event

- Schedule email: Follow-up
- Schedule: Sales sequence
- Review event / campaign