



THE ULTIMATE WEBINAR PLANNING GUIDE

Book or Virtual Training

This is a comprehensive schedule if you plan to do a live webinar

8 Weeks Prior

- Pick Your Date and Time
- Determine Your Topic
- Select Your Speaker(s) / Host(s)
- Set Your Goal(s)
- Reach Out to Partners (Featured or Promotion)

5 Weeks Prior

- Create Webinar Registration Page
- Select Webinar Platform* to Host On
- Create Outline for Webinar
- Book or Confirm Production Space

3 Weeks Prior

- Create First Draft of Webinar Slides
- Begin Webinar Promotion
- Email
- Social
- Blog
- Partners
- Customer Communication
- Paid Promotion
- Complete Webinar Promotion Designs

2 Weeks Prior

- Upload Presentation Into Webinar Software
- Re-Promote Using Above Platforms

1 Week Prior

- Send Reminder Email to Registrants
- Re-Promote Webinar
- Email
- Social
- Customer Communication
- Do Dry Run of Webinar

3 Days Prior

- Send Reminder Email
- Do a Facebook Live

Day of Webinar

- Send Reminder Email to Registrants
- Promote on Social Media
- Gather Speakers and Call in Guests

During Webinar

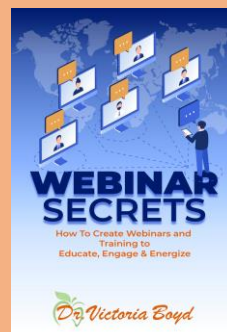
- Record Webinar or monitor Chat Box
- Have a Team Member Live Tweet
- Gather & Answer Attendee Questions

After the Webinar

- Adjust Landing Page Copy
- Convert Recording to Viewable File
- Upload Video to Your Website
- Upload Side Deck to Your Website
- Send Thank You Email with Recording and Slide Deck to Registrants
- Enroll Registrants in a Nurture Stream
- Inform Sales of Webinar and Share Leads
- Analyze Webinar Metrics & Performance

*Recommended Platform: Nowsite Marketing
<https://DrVictoriaBoyd.com/Nowsite>

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