

Webinar Planning Checklist

Pre-Webinar

Key Components	Checkbox (Pending/Done)
Clearly Define Goals & Objectives	
Assign Roles & Responsibilities	
Conduct In-Depth Research	
Budget and Funds Allocation	
Define Key Performance Indicators (KPIs)	
Finalize Webinar Format and Topic	
Create Webinar Calendar	
Find the Right Webinar Platform	
Prepare a Primary Webinar Deck	
Find & Finalize Speakers	
Create Webinar Landing Page	
Conduct Dry Run	
Create Promotional Content & Visuals	
Build Event on Webinar Platform	
Select Content Distribution Channels	
Plan Webinar Campaigns	
Start Social Media Promotions	
Send Out Invitation & Follow-up Campaigns	
Build a Backup Plan	
Prepare Webinar Presentation	
Connect with Speaker(s) & Conduct Rehearsal	
Draft the Webinar Script and Host Notes	
Send Out 1st Reminder	
Conduct Final Rehearsal	
Send 2nd Reminder	

During Webinar

Key Components	Checkbox (Pending/Done)
Send Final Reminder (2-hours before webinar)	
Stay Available Backstage	
Start Attendee Check-in	
Start the Webinar and Initiate the Recording	
Begin the Presentation	
Facilitate Attendee Interactions	
Close Webinar and Thank Your Attendees	
Launch a Live Feedback Poll	

Post-Webinar

Key Components	Checkbox (Pending/Done)
Provide Webinar Replay	
Send a Thank You Email/Message	
Repurpose Webinar Recording & Content	
Segment Audiences	
Launch Follow-up Campaigns	
Share Posts on Social Media	
Analyze Webinar Performance	
Identify Pain Points & Areas of Improvement	
Plan Future Webinars on Data-Driven Insights	

