**WEBINAR EVENT CHECKLIST**

EVENT DATE : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

EVENT TIME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

NAME OF EVENT : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| --- | --- | --- | --- | --- |
| # of days until event | Task due date | Responsible party | Task | Comments |
| Pre-requisite |  |  | Identify target audience | Assist in promotional targeting and in selecting the right presenter and moderator |
| Pre-requisite |  |  | Identify the objectives of the webinar | Make the objectives SMART <http://itcilo.wordpress.com/2008/11/22/educational-objectives/> |
| Pre-requisite |  |  | Identify presenter and moderator and make sure you have an internal back up |  |
| 25 |  |  | Schedule presenter | Make sure presenter is familiar with the WebEx environment. |
| 25 |  |  | Schedule webinar date and time and activate the WebEX functionality | Secure date and time with participants. Take into account timezones. |
| 22 |  |  | Receive presentation or materials from presenter | Ask also for speaker introduction, 200 word webinar description, short professional biography plus photo, Q&A that will be addressed. |
| 20 |  |  | Create an appealing e-invite for your participants | If possible make it graphically appealing. |
| 20 |  |  | Track and monitor the confirmations and registration links | Does everything work? |
| 16 |  |  | Prepare response mails “webinar, do not forget”, “It’s today”, “thank you for attending”, “Sorry we missed you”. |  |
| 10 |  |  | Create post-event questionnaire |  |
| 7 |  |  | Establish the technical support team for the upcoming webinar |  |
| 7 |  |  | Prepare the moderator questions in advance together with some polling questions |  |
| 5 |  |  | Presenter preparation | Agree with the presenter with the pedagogical flow of the webinar. Has the content of the presentation been reviewed? Who’s opening and closing the dialogue? What to expect during the webinar? How to moderate the discussions? |
| 3 |  |  | Conduct a dry run with the preparation team |  |
| 1 |  |  | Send out reminder email to registered participants |  |
| Showtime |  |  | Three hours prior to webinar re-send the webinar invitation link where participatns can access |  |
| Showtime |  |  | Make sure there is a back up team available through skype or usual telephone in case of technical problems. Assign someone with this specific role. |  |
| Showtime |  |  | Conduct webinar | Take the first 10 minutes the time to welcome everybody and make sure everybody has full technical access to the webinar. Set up a short icebreaker where everybody can introduce him or herself |
| Showtime |  |  | Conduct webinar  Conduct Webinar / Public & Private Chat Features | Keep your presentation interactive by using both  private and public chat, messages can be sent with  the click of your mouse without having to type each  message |
| Showtime |  |  | Conduct Webinar / Polling Questions | Create a poll to ask the audience, get instant feedback  during the event. This will allow you to make any  adjustments required to make sure you are getting the  appropriate message to your audience. This is also  going to be very useful information to have  and it will help keep the attention of the  audience because they have an action themselves to  take care of. |
| Showtime |  |  | Conduct Webinar / Annotation Features | Bring attention to important points in your  presentation. When showing a PowerPoint slide use  the annotation feature in Webex to highlight  important bullets that you want to make sure your  attendees take notice. Or, place a check mark or star  next to each bullet so the audience follows along. It's  important to have a good speaker but also have action  in the presentation to keep the audience engaged. |
| Showtime |  |  | Conduct Webinar / Share Active Content | If you want to show a tool, a website, a project document try to demo it live to the audience  The more active you can keep the presentation the more likely  you will keep the audience engaged. |
| Showtime |  |  | Conduct Webinar / Record Webinar | Record the event - not everyone will be able to make  the time you schedule but they may still be interested  in viewing your presentation. Archive the seminar and  make the recording available for future playback. |
| Showtime |  |  | Monitor on a regular base the attendance | Ask people at regular intervals something (to raise their hand, to vote, …) |
| Post-showtime |  |  | Send thank you for attending emails to everyone. |  |
| Post-showtime |  |  | Send "Sorry We Missed You" e-mails with link to  review presentation |  |
|  |  |  | Link to recording of presentation (if appropriate) given  to webmaster. |  |
| Post-showtime |  |  | Do an after action review with the team | <http://itcilo.wordpress.com/2010/02/01/the-after-action-review-aar-capturing-knowledge/> |