

Exceptional Webinars Step-By-Step Webinar Development Plan

5 weeks before	Develop webinar concept and specific topic. Deliver a 1-page (minimum) outline. Come up with a snazzy title. Write a brief description about your event. Send it to a friend or colleague for feedback. Give them one week to critique it.
4 weeks before	Make any revisions to your title or program description. Set up your webinar registration. Start your marketing. Develop an outline for your program. It needs to have a clear introduction, solid content and a conclusion. The content needs to be relevant and actionable. Make sure there is “how to” information incorporated into your program. Send the entire program to a friend or colleague for a critique. Give them one week to critique it.
3 weeks before	Revise and tighten your content. Prepare your slides, videos, etc. Prepare your “extras”; that means your giveaways, handouts and other relevant information you will be including with your live content. Send the handouts to a friend or colleague for a critique. Give them one week to critique it.
2 weeks before	Revise and tighten your handouts and “extras”.
1 week before	Have your entire presentation ready to go. That includes slide deck, handouts, bonus materials, etc. Start rehearsing your material.
2 days before	Ensure any polls or quizzes are built and ready to go. Test them. Make sure they fit in with your slide deck the way you want them to. Take today to ensure all the details around your interactivity pieces are done perfectly.
1 day before	<p>Send a reminder to your participants. Give them the login URL, instructions and the time of the session. Remember to send them to a site like http://www.timeanddate.com to convert their webinar start time to their local time zone.</p> <p>Do a “dress rehearsal” of your webinar. Pay attention to your transitions, particularly if you are mixing your media. So, if you have slides AND video or slides AND a screen share, practice transitioning from one to the other.</p> <p>If you are posting handouts or other giveaways on line, make sure it’s done by today. You don’t want to be running round on the day of your session, trying to upload handouts.</p> <p>If you are working with a host, double check to ensure he or she has your introduction.</p> <p>Close registrations for your webinar. If people register on the day of the webinar, there is a chance they’ll miss the logon instructions or other critical information.</p>
Webinar day	Ask us about our checklist for a complete set of instructions for your big day.

www.exceptionalwebinars.com

Get your copy of *Exceptional Webinars Made Easy* on Amazon.com.