

Evergreen Webinar Checklist

This checklist will help you organize your resources and personnel in preparation for an automated Webinar.

☐ Select Webinar Topic	
☐ Write Headline (140 char max)	
☐ Write Description	
☐ Date to Record Introduction	
☐ Date to Record Webinar	
☐ Review the Webinar	
☐ Notations about Time	Poll commence and end
☐	button
☐ Day(s)	
☐ Time	
☐ Recurring?	YES or NO
☐ Organizer	
☐ Presenter(s)	
☒ Panelists	
☐ Set Up Lead Registration Page	
☐ Set Up Web Form	
☐ Create Registration Survey	
☐ Create Thank You Page	
☐ Set Up Webinar Alerts (email)	
☐ Set Up Webinar Alerts (SMS)	
☐ Set Up Webinar Alerts (voicemail)	
☐ Create Presentation	

☐ Create Handouts	
☐ Create Bonuses	
☐ Create Poll Questions	
☐ Question Management and Engagement Strategy	Chat -- email
☐ Public Relations and Advertising Strategy	
☐ Schedule Practice Session	
☐ Recording Plan(s)	
☐ Evaluation Tools	
☐ Tracking	
☐ Follow Up	
NOTES	