Webinar Tips and Tricks from the Experts
Webinar Success Checklist

Top 10 Webinar Tips and Tricks
1. Maintain a Consistent Schedule
2. Build a Multichannel Promotion Strategy
3. Ensure You Have an Engaging Emcee/Host
4. Limit the Number of Presenters
5. Practice, Practice, Practice
6. Know Your Audience
7. Make the Presentation Engaging
8. Plan for the Unexpected
9. Follow Up with Registrants
10. Make the Webinar Available On-Demand

Before the Webinar: Prepare six to eight weeks in advance of a webinar to ensure adequate time to promote the event, gain registrants and to prepare, practice and feel confident presenting.

Build an outline for the webinar presentation

Choose speakers and a host

Meet with chosen speakers and host to discuss webinar topic and speaking points per person

Develop a presentation deck (tip: make sure you include visuals and skimmable text)

Encourage speakers to practice presenting

Host a dry run so all parties can feel comfortable in the platform and do a walk-through of the presentation

Discuss amongst presenters how to make the transition between speakers

Decide who will relay the questions at the end of the webinar and to which speaker

Agree on approximate time when each speaker needs to wrap up

Create seed questions in case the audience is quiet and doesn't submit any

Promote the webinar via email, social media, and your website (tip: send emails out three weeks out, two weeks out and one week out or the day-of)

During the Webinar: The day of the webinar is here — stay focused on the content at hand and present with confidence.

Share phone numbers and emails with the other presenters and host in case of technological issues

Have a backup way of joining the webinar with audio

Fully charge your phone and computer and keep charging cords/cables nearby

Mute your phone

Close out of email or Slack notifications to prevent pop-ups

Have a hard copy of your script and presentation on hand, but don't read directly from your paper

If you are moving slides, remember to take control of the presentation to do so

Smile, nod and remember to use hand gestures within the camera frame

Mute your audio when not presenting (tip: remember to unmute before you speak)

Watch the Q&A widget for any questions coming in from the audience

If including poll questions, stay on the polls long enough for a majority of the audience to have time to answer; read the question aloud to help fill the silence

Push poll results to the audience and read the results aloud to include the audience in the discussion

After the Webinar: Congratulations on producing a successful webinar! The final steps are some of the most important, so don't delay.

Deploy "thank you" emails to those who registered and attended the webinar within three days of the event (sooner is better)

Deploy "sorry we missed you emails" to those who registered, but didn't attend (tip: include the on-demand recording and PDF of the presentation)

Develop quotes, video clips or soundbites from the webinar to promote on social media

Write a webinar recap to publish to your website and have a distribution plan to share (be sure to link to the on-demand presentation)

Upload the recording of the webinar to your YouTube or Vimeo page and website (include a detailed summary of the event and cross link to your website to help with search results)

Recommendations based on Questline research and experience.