



## Webinar Planning Timeline

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# WEBINAR PLANNING TIMELINE

## 8 WEEKS PRIOR TO THE EVENT: PLAN THE EVENT

- Select webinar topic
- Select moderator and speakers(s)
- Confirm Time and Date of session(s)
- Choose technical vendor
- Delegate technical tasks

## 6 WEEKS PRIOR TO THE EVENT: DESIGN THE EVENT

- Determine the entertainment value of the event
- Determine need for professional moderator
- Determine the content and outline for the presentation
- Decide if session attendance should be limited
- Decide whether the session should be billable and then decide amount
- Determine methods to invite participants
- Develop registration procedures
- Develop invitation creative content
- Determine how materials will be made available to participants and others
- Select evaluation method and tools

### Determine the type of interaction desired with the audience

- Application sharing
- PowerPoint slides
- Annotations
- Chat functionality
- Polling used for follow-up, to guide the direction of the presentation, or simply to engage the attendees

### Prepare the event introduction

- Decide who will deliver the technical introduction
- Decide who will deliver the content introduction
- Prepare the presenter introductions including pictures and biographies

### Prepare Question Management Strategy

- Decide whether questions will be operator assisted (recommended in most situations) or an open forum with lines open (this can be dangerous and awkward)
- Decide whether or not to save questions for the end or address questions throughout
- Write canned questions in case live questions are not asked

### Determine the audio requirements

- Define technical assistance needed during webinar set-up
- Select audio method - audiocast or teleconference
- Determine if the event will be recorded

## 4 WEEKS PRIOR TO THE EVENT: MARKET THE EVENT

### Concentrate on Event Marketing

- Find target audience
- Assemble lists – targeted opt-in and in-house
- Determine which channels will most likely generate ideal webinar participants. Think about partners, industry newsletters, lists, print and online publications, etc.

# WEBINAR PLANNING TIMELINE

## 4 WEEKS PRIOR TO THE EVENT: MARKET THE EVENT (continued)

### Develop and Prepare Communication Plan

- Write customer contact content and schedule (email, newsletters, journals, newspapers, magazines, direct mail, press releases, telemarketing, etc.)
- Decide which registration content information to collect (name, and email address required)
- Write registration confirmation notice content
- Create reminders – send out multiple reminders, including an email 1 hour before the event
- Create registrant and attendee follow-up materials

### Develop Landing Registration Pages

- Complete title, subtitle and brief description of session
- Include:
  - Logo
  - Time and Date
- Complete and test landing page and registration sign up process, edit as needed
- Assign unique URLs for marketing tracking

### Create and Send Email Invitations

- Test both HTML and Text versions
- Create link to registration page
- Send invitations

## ONE WEEK PRIOR TO THE EVENT: PREPARE THE EVENT

### Complete a prep session and dry run of the event with the presenters

- Schedule speaker training times
- Upload presentations and position polling slides and supporting materials
- Choose delivery strategy—practice transitions and handoffs
- Practice virtual body language with annotation tools, polling questions and voice fluctuation

### Send out additional email and login reminders

- One week before
- A day before
- An hour before the event

## DAY OF THE EVENT: HOST THE EVENT

- Distribute joining instructions to appropriate support staff
- Presenters dial in to teleconference 15 minutes prior to call
- Presenters log into web conference 15 minutes prior to presentation
- Conduct pre-conference review
  - Manage speaker rights
  - Test Q&A chats
  - Test audio for clarity and volume
  - Review script and call flow
  - Discuss order of presentations with multiple speakers
  - Discuss how Q&A will be conducted (chat w/ audio or chat only)
- Watch the roster as people sign in – start when ready – if late make announcement

## WEBINAR PLANNING TIMELINE

### DAY OF THE EVENT: HOST THE EVENT (continued)

- Manage Helpdesk for attendees with last minute questions
- Make sure attendees are muted and presenters are not—do not rely on attendees to mute their own phones
- Introduce event and basic housekeeping issues including FAQs, asking questions, handling technical difficulties, etc...
- Conduct Event Intro, including presenter biographies and pictures
- Begin presentation
- Conduct Q&A
- Post survey, questionnaire or polls at end of conference—ask attendees what could be done better, possible topics for future webinars
- Close the call

### ONE HOUR TO ONE WEEK AFTER THE EVENT: FOLLOWING-UP ON THE EVENT

- Perform post event analysis
- Review event polls and questions
- Review attendance and compare to registrants
- Review reports - assign follow-up responsibility
- Email follow up to attendees
- Email follow up to non-attendees
- Post and distribute recordings of the event (consider fees per viewing) – send participants access to the recording and presentation and market the Archives Library to generate more interest and further revenue from the viewings.

# WEBINAR PLANNING TIPS

## Concentrate on Event Marketing

- Base marketing decisions on the relationship with audience members and the quality of campaign lists.
- Generally, expect between 1/4% to 2% register, meaning 1 to 8 people will register for every 400 contacted.
- Of the registrants, approximately 75% of registrants show for fee-based events and 40-50% for free events, so plan for that with follow-up contact with attendees and non-attendees.

**Registration Process** - Keep registration concise and simple. Save the giveaways for attendees to the webinar rather than offering whitepapers or giveaways ahead of time

**Send out additional email campaigns and login reminders** - We recommend calling participants of events with paying attendees to ensure they are prepared

**Determine the audio requirements** – Be aware of entry and exit tones and name announcements – shut them off by contacting the service provider.

**Determine type of interaction desired with audience** - Always avoid silence, read questions and answers, discuss polling results and move on in less than 20 seconds

## Presentation Preparation

- Determine if you would like a rotating slide set - 3-7 slides that rotate every 10-12 seconds prior to the start of the conference
- Slides can incorporate an overview of the company, client list, agenda, meeting objectives, bios and/or headshot of presenters.
- Stay away from scripts
- Have a moderator and 1-2 speakers
- Consider ice breakers or light hearted material to supplement the content
- Much of this is determined by the demographics and the nature of the event.

**Prepare the event introduction** - Keep the bios short—just a few bullets

**Prepare Question Management Strategy** - Have a few prepared to jumpstart the audience

**Complete a prep session and dry run of the event with the presenters** - Always remember that your temperament determines your audience's mood. Remember this if something goes wrong. Keep a smile on your face until you hang up.

**Determine if you would like the event to be recorded** - Do not start the recording until just before the conference begins.

**Day of the Event** - Use headsets and avoid speaker phones

## **About ConferTel**

ConferTel is a leading provider of fully managed webinar services, delivering educational programming, training and lead generation webinars for corporations, associations, government agencies and non-profits. In addition, ConferTel is a software developer of IVR and web-based information services and communications solutions. Providing a range of event driven communications applications, including telephone, web and video conferencing, on demand record/replay, voice/fax broadcast, teleseminars, webinars, webcasting, online training, e-commerce, event management services, and other custom IVR and web-based applications.

ConferTel's innovative products and application development capabilities have helped thousands of clients save costs, generate income and increase productivity. We offer a consultative approach to assist you in developing the right solutions for your specific application and budget.

### **Fully Managed Webinar Solution**

**Online Registration** - Bearing your company logo and accessible from your web site or email invitation, ConferTel will handle the event registration process for your e-Learning seminar, leaving you to focus on the marketing and content.

**Payment Processing** - ConferTel securely processes credit card charges through our merchant account. Our per-registrant fee includes all fees associated with participant payment up to \$100.

**Verified Admission** - Attendees are verified by a ConferTel operator to protect against unauthorized participants.

**Registration Reminders** - Each registrant receives reminder emails to enhance attendance.

**Branded Greeting** - Attendees are greeted with a pre-recorded greeting before being placed into the e-Learning seminar.

**Professional Host** - Each call will be handled by a courteous and professional meeting specialist who understands the importance of your e-Learning seminar.

**Q&A and Polling** - With interactive question and answer sessions and participant polling you can gain immediate feedback from your attendees. Polling can also be used as an attention monitor.

**Recording and Archiving** - Digitally record your webinar for immediate playback —24/7. Your call is available to those who missed it live or for those who want to hear important content again.

**Optional Integrated PowerPoint Web Presentation** - A high impact browser-based presentation tool visually enhances your conference with PowerPoint. Control of the presentation and video window can be passed among speakers.