

Pre-Webinar Checklist

From doctors to airline pilots, checklists are crucial to success for even the most skilled professionals.

By following these simple best practices you can create a smooth webinar experience that will improve your program success.



1. Choose a time

The timing of a webinar can make or break. There are a few factors that you'll want to take into consideration when choosing the perfect time.

Scheduling for a prime time is great, but it is also important to ensure you're hitting your target audience and schedule for the day/time according to where that audience is.

Best Days

Tuesday – Thursday perform the best with Tuesday and Thursday outperforming Wednesday. *Avoid Monday and Friday!*

Best Times

North America
7am - 11am PDT

United Kingdom
10am - 11am & 2pm - 4pm GMT

Europe, Middle East & Africa
7am - 11am UTC

Asia Pacific and China
7am and 3pm CST

**Trying to hit multiple time zones? Make sure to factor that in.*

Webinar Length

Play around with what works for your audience – sometimes short form can perform well. For long-form webinars, we find 30 minutes with Q&A after is the sweet spot. CPD/CPE content can be up to an hour - all webinars come with a viewing certificate for users.

2. Choose a topic

The best performing webinars deliver actionable insights and value for the audience. Do some research into trending topics in the industry. **We can arrange an editorial planning session with our community team to help you craft stories that deliver results.** Talk to your CSM who can reach out to the content strategist to get some hot topics, trends and keywords.

Struggling with types of topic? Try these out:

- Leverage hot topics & trends
- How to series
- Ask the expert
- Panel discussions
- Fireside chat
- Short form & FAQs

Need more ideas? Why not leverage your sales team.

They are the ones out talking with prospective customers.

See what the hot topics or common questions are. Do a session on that.

Remember

Your content needs to be better than the rest to draw people in. Make it interesting and useful.

3. Pick a good name

While you shouldn't judge a book by its cover, viewers do with webinars. In order to draw the right audience, a punchy title is key. Think about Twitter, Facebook & news websites. Do you skim the titles first before you click in to read the story? Customers are the same way on BrightTALK. Draw them in with a strong title.

Try this

What is the one key takeaway you want the audience to get from the session? Bring that into the title.

NOTE: There is an 80 character limit on titles

4. Write an informative description

Just as a great title is key to get people to register so is a strong and informative description. You need to quickly inform the audience of what they will learn from this webinar. Professionals are busier than ever, make sure they know why they NEED to take an hour out of their day to learn from you.

What we see that works

1. First paragraph - the value what problem are you trying to solve
2. Who's the speaker – why will we trust this person to educate us. Include their title.
3. A bulleted breakdown of the key points they will take away

5. Design a cover image

Make sure to include an interesting thumbnail image so that people will be able to find your content on BrightTALK search.

What it should have:

- Include an engaging, applicable cover image
- Showcase notable speakers by featuring headshots and short bios
- Be creative and fun

6. Plan strategic tags

You're allowed up to 10 keywords that will help your content show up in search results and recommendations. The more relevant keywords you use, the more viewers you'll get to your content. Reach out to your CSM for any help with tagging.

Tips for tags

- Pick keywords that will resonate with your ideal audience
- Create a balance of detailed and broad keywords for best results
- 2-word phrases is a good rule of thumb, otherwise it becomes too limiting
- Think beyond what's already in the title and abstract to reach a more organic audience
- Talk to your Digital Marketing team see if you can leverage SEO and PPC terms

7. Promote your webinar

If a tree falls in the woods and no one is there to hear it does it make a sound? The same principle goes for webinars. You need to let people know that you have a webinar coming up! Pre-promotion is key to getting people to come watch what you have to say. Referral traffic through pre-promotion is a great way to get net new leads. If a customer or partner finds what you have to say helpful, they will be more likely to refer you on to others in their network.

Where to promote!

Email - this remains the most important promotional tactic for driving webinar attendance. Incorporate personalized, relevant messages with eye-catching subject lines and optimized outreach timing to connect best with your audience.

- Promote to your database of relevant prospects and clients
- Have partners, industry associations, user groups, resellers and distributors promote to their databases
- Focus on what the recipients will learn and why the presenter is a credible expert
- Encourage account managers and sales reps to forward the email to their contacts

Social - depending on your budget, utilize both paid and organic content on various social media platforms to amplify your promotions.

- Post to your company's social network accounts on Facebook, Instagram, LinkedIn and Twitter
- Ask your employees to share the Talk through their personal LinkedIn accounts
- Create enticing, targeted ads on Facebook, Google, Instagram, LinkedIn and Twitter

Websites - this will help your website SEO as well as inform you readers and customers of your upcoming content.

- Embed the presentation in a company blog with a topical article
- Create a dedicated webinar resource section of your site
- Make sure your content is on BrightTALK!

Speaker referrals – make sure that your host/speaker shares with their network (Especially if they are a guest speaker, partner or customer) this will extend the reach of your content and get you in front of a broader audience.

When to promote!

Email	Twitter	LinkedIn
Weekdays	Daily	T & Th
8-11am 4-6pm	10am & 3pm	7-9am

Did you know?

Within the BrightTALK platform in the Channel settings tab, we have email notification services. Check here to see what you have activated in order to expand the reach of your content.

Post all relevant webinars and videos on BrightTALK, embed them on your website and send dedicated e-mails for optimal conversions.

8. Create your slide deck

Now that you've got the perfect webinar title, description and cover image it's time to pull together the deck that you'll present. This deck is key in pushing you ahead of the competition. You'll want to make the presentation helpful, informative and useful. The ideal deck can be downloaded after the webinar is complete for a participant to hand along to their boss or another co-worker.

Try this

- Make sure there's an intro slide with speakers
- Keep it visual
- Use animations with purpose
- Keep your thought leadership free of product references
- Fill it with stories and use cases when applicable
- Create separate product demos for subscribers who know you
- Encourage social media interactions - how about a hashtag
- Do not include the following - *Embedded video, embedded audio, custom fonts & charts that pull from outside data sources*

If slides are taking up too much resource, speak to your Customer Success Manager about our Webcam Panels. This TV-panel type experience is popular with audiences, improves conversions by 3x, doesn't require slides and is easy for everyone involved!

9. Inform your speakers

You're almost ready to run your webcast at this point. Make sure that all your speakers can get into the presenter screen! Once you create your talk you'll be able to get to the prepare and present screen which will have all the information on presenter instructions. Make sure to copy and paste all of the webcast essential details into a calendar invite to your speakers so that they will have access to the presenter screen on the day of the webcast. All they will need is the presenter screen link and custom pin for the event.

Considerations:

- All presenters must have a BrightTALK account
- Make sure to inform your speakers to use the conference line for their country. If their country isn't on the list they'll need to dial in to the next closest country

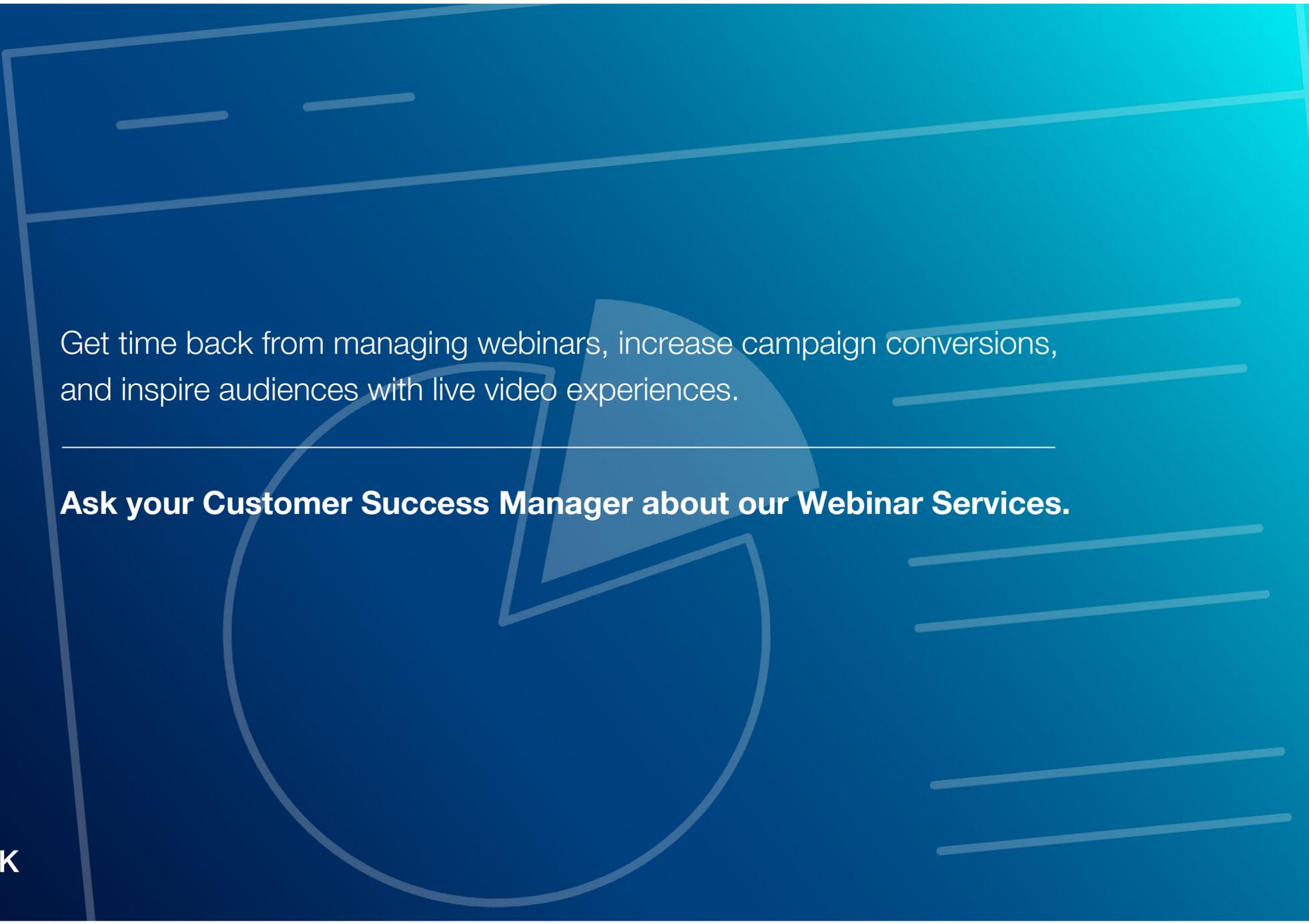
10. Practice makes perfect

Practice. Practice. Practice. It's crucial that the speaker has had time to review the content that they will be speaking about before the actual event.

It's also important that the participants all know how to use the backend of the system so that there's no delay or learning curve when starting the webinar.

While practicing is important, it's also equally important to make sure that the speakers don't come off as robotic and over-rehearsed.

You want the speakers to be comfortable with the content being spoken about but fluid enough to showcase their knowledge.



Get time back from managing webinars, increase campaign conversions, and inspire audiences with live video experiences.

Ask your Customer Success Manager about our Webinar Services.