

Hosting a Successful Association Webinar Checklist

Hosting a webinar can seem overwhelming, especially if you aren't sure where to begin. Follow this checklist to ensure your association's webinar will be a HUGE success.

Pre-webinar: 8 weeks prior

Select a date

Decide on a topic

Determine what solutions you feel you can best provide your audience to their current problems.

Optional: Conduct a survey with your current members to help define a popular problem.

Select your speakers and a host

Your webinar can progress more smoothly when there is an additional person available to help with the webinar logistics.

Set goal(s)

Example: Lead generation - new members, etc.



4 weeks prior

Create your webinar landing page. Things to include:

Association logo and branding

Description

Form

Who should attend

Title

Hashtag (Optional)

Date/Time

Speaker bios and headshots

Determine the platform you will host the webinar on

You may select to link directly to the webinar platform or email your attendees a separate link to sign-in and attend.

3 weeks prior

Create an outline of your webinar

Put together details about what you will include within your webinar.

Create the first draft of your webinar with notes

This could be the PowerPoint slides you will use during your webinar that includes notes throughout for each speaker to reference.

Begin promoting your webinar

You can promote your webinar using email, social media, paid advertising and blog posts. Promotion should continue until up to a week after the webinar concludes.

2 weeks prior

Prepare final draft of your webinar

Finalize your webinar slides and notes in order to conduct a dry run the week before.

Promote your webinar via email and social media



1 week prior

Practice the webinar with speaker(s)

Test the audio and visuals of your webinar using your selected platform to prevent any technical issues during the live webinar. This opportunity also allows you to practice with your speaker(s) and get comfortable with each other.

Determine a quiet location for hosting your webinar

Send reminder email

This email will include a description and link to register.

Promote your webinar on social media



1 day prior

Send reminder email

This email will include a description, call-to-action and link to register.

Promote your webinar on social media

Day of webinar:

Send a final reminder email several hours before the webinar begins

This email will include a description and link to access the live webinar.

Promote your webinar on social media

Prep tweets to share throughout the webinar and include your desired hashtag

Check your connection and test for any last-minute audio or visual issues

During webinar:

Record webinar

Live tweet

Answer questions

Post-webinar:

Convert the recording into a viewable file

Create a landing page to download the webinar recording

Send a follow-up email to both attendees and registrants

This email will include a link to an exit survey to find out how you did.

Post a link to the webinar archive page on your association's website

Add links to the archived webinar in your future member articles and posts that relate to the webinar topic.

Promote your webinar recording via email and social media

Awesome work! You just hosted a successful webinar!

Reference this checklist for your future association webinars.

NOTES:
