

## Webinar Check List

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- Marketing of the webinar (6-8 weeks prior to the live webinar)
  - Establish method and date to begin marketing the webinar
  - Request the following information from the presenters for marketing
    - Date, time and length of the webinar
    - Title of the webinar
    - 2-3 Sentence abstract
    - Presenters Name, Title, Short Bio and portrait
    - Image related to the topic
    - Organizational logo
  - Request continuing education credits from accrediting organization
  - Schedule webinar on platform to be used, such as zoom
  - Create website and other marketing materials for distribution
  - Distribute marketing materials
- Presenter logistics (6-8 weeks prior to the live webinar)
  - Share equipment/software requirements
  - Set up familiarization session to make sure presenter is familiar with the software/equipment. Set date and time at least 1 week out from the live event.
  - Establish due dates and file formats for any materials such as slide presentation, handouts, etc. Set due date at least 1 week out from the live event.
  - Provide overview of logistics for the day of the webinar
  - Provide presentation guidelines, limitations on software, etc.
- Set up evaluation in survey monkey or similar survey platform (1-2 weeks prior to the live event)
  - Develop an evaluation to be administered at the end of the webinar
  - Develop 6-months follow-up impact evaluation for the webinar
- Conduct the Familiarization Session (1 week prior to the live webinar)
  - Test presenter's audio
  - Review webinar platform features, allow presenter to practice features.
  - Establish format for the live webinar, such as presenting followed by Q&A.
  - Remind presenter of time to join the live webinar
- Upload handouts and other resources to the website for the webinar (2 days prior to the live webinar)
- Send presenter email (1 day before the webinar)
  - reminder of the time to join the webinar
  - link to join the webinar
- Conduct the live webinar
  - Join the webinar 30 minute prior to the start
  - Check audio settings/quality of headset/mic
  - Review with presenter the format for the webinar

- Depending on the platform share a title slide of the presentation with information on when audio will start
  - Remind the audience the webinar is being recorded and then start recording of the webinar (1 minute before going live)
  - Review any housekeeping points with the audience and introduce the presenter.
- Ending the webinar
  - Stop the recording
  - Thank the presenter
  - Remind the audience to complete the evaluation.
- Post webinar logistics (1 week post webinar)
  - Review results of the evaluation conducted at the end of the webinar
  - Send thank you to presenter(s), sharing any results from the evaluation
  - Set up on demand webinar by uploading recording to YouTube
  - Establish on demand link and place on webinar website
- Post webinar impact evaluation (6 months post webinar)
  - Send email to participants with link to impact evaluation
  - Send reminder 2 weeks after initial email on impact evaluation
  - Summarize data and share with presenter(s)