

Webinar Checklist

2–3 Weeks before the webinar

- ☐ Order campaign in Trailmap
- ☐ Send Steep slides & headshot
- ☐ Approve marketing assets
- ☐ Pay Invoice
- ☐ Order any required equipment (camera, light, mic)
- ☐ Schedule webinar training

1 Week before the webinar

- ☐ Test webinar software
- ☐ Practice opening story
- ☐ Practice closing story
- ☐ Confirm you have the login/launch link to host the webinar
- ☐ Review technical training

Day of the webinar

- ☐ Plan to be in a quiet place to record
- ☐ Turn off your cell phone
- ☐ Ensure no “dated” materials are visible on camera
If you plan to use this recording on demand later please remove holiday decor (ex: Christmas Tree)
- ☐ Prep staff or family for help with webinar broadcast
Have staff ready to help moderate if needed/wanted

- ☐ Setup lighting and/or other equipment
- ☐ Close memory hogging applications on your computer
- ☐ Close applications with notifications or sounds
- ☐ Check internet speed
- ☐ Check connection with mic & camera
- ☐ Login to your webinar host software
- ☐ Test mic connection
- ☐ Test video connection
- ☐ Confirm slides are loaded correctly
- ☐ Confirm any files you will share are loaded correctly
- ☐ Confirm Calendly/offer is loaded correctly
- ☐ Enable/disable chat withing the webinar