Webinar Kick-Off

Event Date:

[Insert date here]

Agenda

- Introductions
- Event Details
- Platform Overview & Requirements
- Best Practices
- Timeline
- Marketing
- Scheduling
- Questions?

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Introductions

- **Claudia Smith**, Event Operations Manager
  - Project manager
- [**Insert Editor**], Editorial Director
  - Moderator – introductions, facilitate Q&A
- [**Insert Sponsor POC**]
  - Submit materials; coordinate schedules
- **Speaker(s)**

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Cancellation Policy

- Webinar programs are non-cancellable. Customer may be eligible for a one-time date change up to 45-days prior to the webinar date. Within 45-days of the webinar date, Customer may rebook and apply 50% of the fee to the future date.

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Event Details

- **Platform**: BigMarker

- **Presentation Type**: Automated Pre-Recording; Simu-live; Live

- **Pre-Recording Date**: 2-weeks prior to broadcast date

- **Broadcast Date**: [Insert Date]

- **On-Demand Period**: 90-days

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Platform Overview
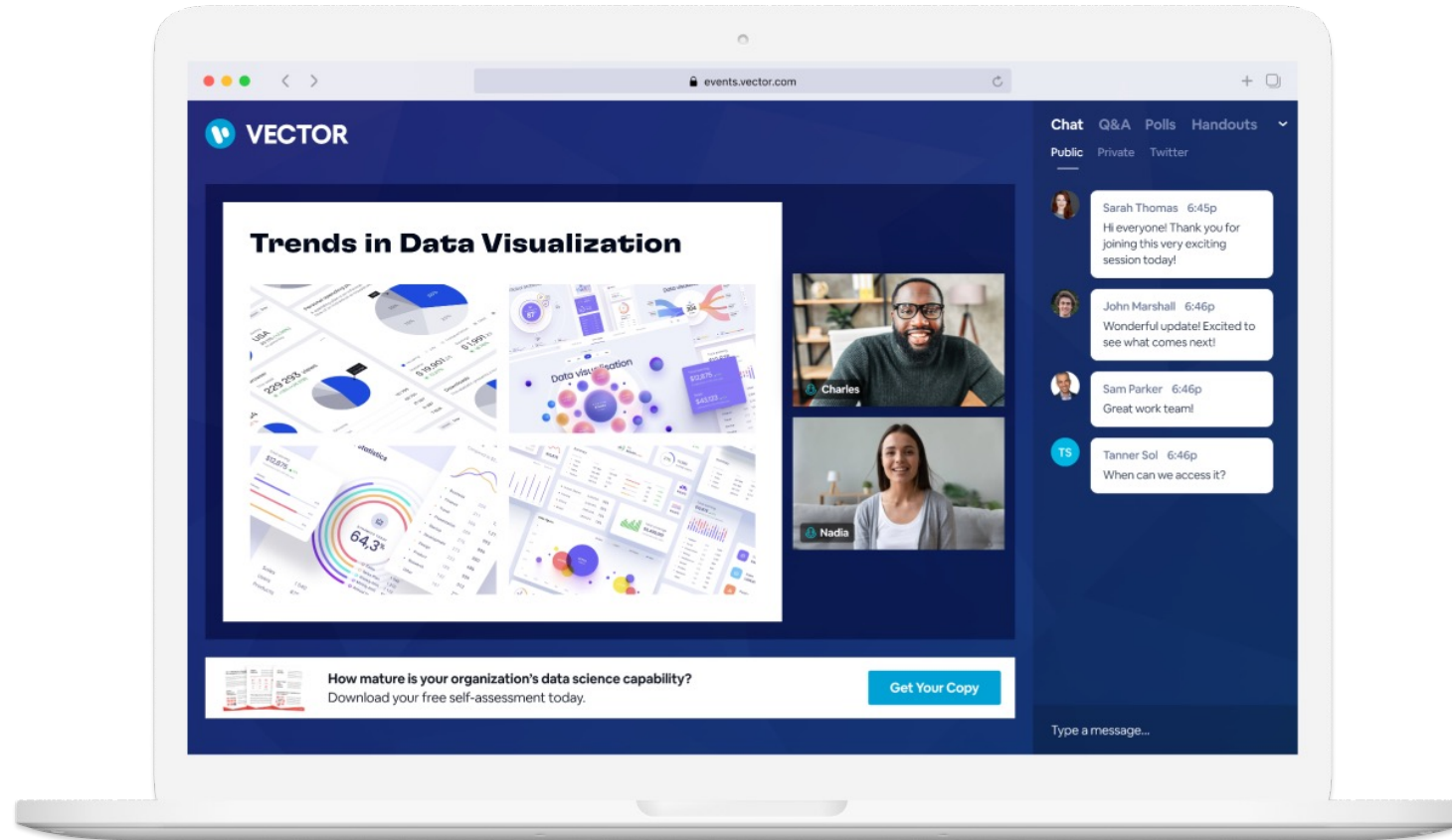
Production Requirements

- A laptop or desktop with a 1080p webcam and an external mic.
- We recommend wearing earbuds or headphones to prevent audio echoes.
- The most up-to-date version of Google Chrome.
- A solid internet connection is critical. If possible, connect to your router with an ethernet cable instead of using WIFI. Please run a speedtest. We are looking for at least 5mb of upload speed.
- Close all applications and browser windows that don't need to be open during the recording. This prevents CPU overload. Important: Please close Teams, Outlook, Slack, Google Drive, DropBox and any other other programs that may be running in the background, especially those that may try to use your mic/camera.

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Best Practices

We encourage you to:

- Turn your webcam on

- Participate in the live chat

- Incorporate polls

- Provide handouts

- Offer a giveaway (Lucky Draw)

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Speaker Prep

- Eliminate distractions (computer and phone notifications, child and pet care).

- Turn off doorbells, HVAC units, ceiling fans, anything that can create ambient noise.

- Ensure a clean and clutter free background.

- Your webcam should be set at eye level, immediately in front of you. Use a laptop riser, stand, box or books to raise the device to the appropriate height. You can also try adjusting the height of your chair.

- Any light sources should be in front of and not behind you. If there is a window behind, close the blinds.

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Content Development

- It is in both of our best interests for you to have highly successful presentation.
- We encourage you to invite a client to co-present a case-study on your work together.
- Attendees at virtual events choose to watch your session - or not - within the first 60 seconds to 3 minutes.
- Dive right into the content.
- Kick off your session with a surprising or startling fact or statistic to grab the audience's attention.
- Dig deep into content, specifics and action items.
- Attendees should leave with 3 actions they can take immediately following the presentation.

Presentation Materials

- PPT
  - Presentations must be built in MS PowerPoint (no Keynote, Prezi, etc)
  - Slides should be in 16:9 orientation

- Videos
  - Separate source files must be provided (MP4 or MOV)
  - Include a placeholder slide with the video name

- Handouts
  - Accepted file types: .pdf, .doc, .docx, .odp, .ppt, .pptx, .odt, .jpg, .jpeg, .png, .xls, or .xlsx
  - Files cannot exceed 100MB

- Polls
  - Provide each question and up to 11 answer choices
  - Indicate single or multi-select

- Seed Questions
  - Please provide 6 seed questions that may be used for the recorded Q&A segment

Timeline

- 10-Weeks Out: Kick-Off Call
- 8-Weeks Out: Webinar Materials Due
- *6-Weeks Out: Landing Page & Registration Launch
- *4-Weeks Out: Marketing Campaign Begins
- 2-Weeks Out: Recording Complete
- Within 48-Hours: Registration & Attendance Reports Provided

Pending delivery of webinar materials

Marketing

- Webinar Email Newsletter: up to 6 inclusions, including four pre-broadcast and two post-broadcast / on-demand
  - *Materials must be received no later than 6-weeks out*
- Plain-text invite from editor 24-48-hours prior to broadcast
- Run-of-site web promotion on our website
- Pop-up ad on our website seven days leading up to webcast
- LinkedIn event listing marketed to our followers
- Organic social media posts to our LinkedIn and/or Facebook Followers

Co-Promotion

We will provide:

• Unique registration list

• Plain-text email promotion to send to your marketing list

• Referral marketing tools to share with your networks

Speaker Time-Commitment and Scheduling

Automated Pre-Recording

- Recording: 90-minutes – 2-weeks prior to broadcast date

Simulive

- Recording: 90-minutes – 2-weeks prior to broadcast date
- Live Day: 45-miniutes
  - Participate in live Q&A immediately following the recorded content

Live

- Tech Check: 30-minutes – 2-weeks prior to broadcast date
- Dry Run: 60-minutes – 1-week prior to broadcast date
- Live Day: 90-minutes

Post-Event

- Live Event Reports: Delivered within 24-48 hours
- On-Demand Recording: Posted within 24-48 hours
- Follow up emails (Thank you/We missed you): Sent within 24-hours
- On-Demand Reports: Delivered every 30-, 60- and 90-days
- All leads accessible in LeadWorks

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Questions?