

Item	Description	Date	Resp
1.	Decide target audience and message		
2.	Planning call – free consultation with MeetingBridge to discuss:		
	a) Time and Date of session(s) b) Methods to invite participants (Invitation-RSVP/Event Registration) c) Type of interaction desired with audience (Audio/Chat/Polling) d) Determine need for professional moderator supplied by MeetingBridge e) Define technical assistance needed during webinar setup f) Determine whether multiple speakers g) Decide speaker training times h) Decide if Session attendance should be limited i) Determine materials to send in advance of and post event j) Schedule follow-up meeting if needed		
3.	Complete Landing Page and Registration Page		
	a) Complete Title, Subtitle, and Brief description of session b) Complete Logo and Styles URL c) Input time and date for Session d) Decide info to be gathered during registration (name and email address are required) e) Decide whether billable; if so then decide amount. f) Input session limit, if any g) Complete and test the Landing Page and Registration sign up process – make edits as needed h) Link is automatically available for the marketing campaign		
4.	Decide Marketing Plan (Start marketing 1-3 weeks ahead of the event)		
	a) Targeted opt-in lists b) In house lists c) Link on the your web site to the Landing Page d) Other forms of marketing – press release, direct mail, telemarketing etc.		
5.	Create and Send Email Invitations		
	a) Develop creative b) Link to Landing page c) Test both HTML and Text versions d) Send		
6.	Track registrations on line – adjust marketing efforts as needed		
7.	Reminder email is automatically sent a day before the session		
8.	Presentation Preparation		
	a) Select Speakers b) Prepare Slides c) Publish presentation and finalize as soon as possible d) Print and review User Guides http://www.meetingbridge.com/PDF/WebInterpoint_QuickStart.pdf e) Speaker Training/Practice f) Conduct “dress rehearsal”		
9.	Event Day		
	a) Distribute joining instructions to appropriate support staff b) The little things (water, notepads, quiet signs) c) Use Headsets – Avoid speaker phones d) Touch base call 2 hours before (only needed if there are several people involved) e) Dial in 15-30 minutes ahead of time – touch base with operator f) Start web session 15-20 minutes ahead of time g) Watch the Roster names as people sign in – start when ready – if late make announcement		
10.	Follow-up		
	a) Review reports - assign follow-up responsibility b) Perform post event analysis c) Close business – Happy Selling!		

