

Webinar Planning Schedule

Week-by-Week Steps to a Great Webinar



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Follow this week-by-week planning schedule to conduct a smooth webinar.

Before Event	Activity
4 weeks	Identify speaker(s), topic, and date
	Develop content outline, speaker bio
	Set up campaign in webinar platform
3 weeks	Secure email list
	Finalize email invitation, landing page programming
2 weeks	Send first email invitation; promote on company website and social media
	Develop 1st draft of presentation
	Develop polling questions for Q&A
1 week	Send second email invitation
	Conduct practice session with speakers
	Finalize presentation
Day before	Send third email invitation; reminder email to registrants
Hour before	Send reminder email to all registrants
Live Event	Show time! Arrive 30 minutes early
Post Event	Conduct internal evaluation
	Review reporting: attendees/polling
	Within 1–3 days, send follow-up email by adding prospects to lead nurturing campaign.