The Complete Online Event Checklist

SEMRUSH

You know the saying 'if you fail to plan, you plan to fail'? This couldn't be more accurate when it comes to creating a fantastic webinar that delivers on results. Use our checklist below to ensure you plan efficiently for an amazing online event!

8 Weeks Before the Event

We recommend starting to prepare about two months before you intend to host a webinar:

- [ ] Choose a date.
- [ ] Decide the topic: conduct topic research, use analytics and research the key questions your audience is asking.
- [ ] Set a webinar goal: for example, is it lead generation, registrations or brand awareness?
- [ ] Conduct speaker outreach (if not self-hosted): allow plenty of time to book a speaker and guests.

5 Weeks Before the Event

Now is the time to get your registration page set up! Don't forget to include:

- [ ] Title of online event or webinar.
- [ ] Description.
- [ ] Date and Time.
- [ ] Event hashtag.
- [ ] Guest bios and headshots.
- [ ] How to sign-in to event instructions.

Provide a link the platform you will host the event on the registration page after participants have signed up. Alternatively, you can send them a link to the event with sign-in details by email.

3 Weeks Before the Event

At this stage, you need to put together a full outline of your webinar.

- [ ] Create an online event framework.
- [ ] Do a first draft of online event deck, or get one from guests.
- [ ] Start promoting the event on social media!
- [ ] Don't forget to add your speakers tags on social media announcements.

2 Weeks Before the Event

- [ ] Upload your online event deck onto your selected platform.

1 Week Before the Event

It's rehearsal time! Do a run-through of your online event. This includes:

- [ ] Choosing a room to host the event: no distractions, no personal items in background, keep it professional.
- [ ] Testing audio: never use your laptop microphone!
- [ ] Test lighting.
- [ ] Checking visuals.
- [ ] Verify internet connection speed.
- [ ] Checking slide progression (timing).

Don't forget this important preparation step, as it allows you to see if things are working properly or not.

3 Days Before the Event

- [ ] Get those reminder emails sent out.
- [ ] Include sign-in information in email.
- [ ] Include hashtag you want used in email.

Day of the Event

The day has finally arrived! Just some final planning steps to go through now:

- [ ] Send a follow-up reminder email: ideally from the host or speaker of the online event, and include all the information needed for logging into the event.
- [ ] Keep promoting on social media: create buzz around your event and increase awareness.
- [ ] Use a wired connection.
- [ ] Have your guests or speaker join you prior to event (approximately 30 minutes before).

During the Event

- [ ] Record the event — useful for attendees to download afterwards.
- [ ] Live-tweeting: increase audience engagement and brand awareness.
- [ ] Do a Q&A session: on the platform, as well as answering questions from Twitter.
- [ ] Change registration page status.
- [ ] Get speaker to answer questions at end of the event.

After the Event

Congratulations on creating your online event! Now all that's left to do is:

- [ ] Change landing page copy to reflect online event status.
- [ ] Convert the online event recording.
- [ ] Upload video recording to the post-registration page.
- [ ] Send post-event email to attendees (this should include the link to recording).
- [ ] Send post-event email to registrants (also include a link to the recording, but change email copy that shows you are aware they didn't attend, but informs them they can still view the event).