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Webinar Setup

Checklist

Webinar Setup Checklist

Want to run and host a successful webinar? This checklist will help you make sure that you'll not only look and sound professional, but that you'll also feel comfortable running your online meetings — no matter where or when.

Did you know?

Thanks to a wide number of built-in solutions — including landing pages, webinars (paid and free), email marketing, Facebook Ads, and conversion funnels — GetResponse offers everything you need to run a successful webinar campaign from start to finish.

Want to learn more? [Sign up for a free 30-day trial today »](#)

Two weeks before the webinar

In the two weeks leading to your webinar, you'll want to focus on two activities: setting up your webinar correctly, and maximizing your webinar registrations. The following points will help you achieve them.

Prepare and schedule your webinar: add a title, set the date and time, and add a lobby message that'll greet your attendees before the event starts.

Set up your webinar registration and post-registration landing pages.

Set up your post-webinar landing page (e.g., with an exclusive offer).

Set up webinar reminder emails that'll go out automatically to those who register for your event (e.g., one day before and 15 minutes before the webinar).

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Send a webinar invitation email to the relevant customer segments.

Add information about your webinar to your high-traffic pages and social media profiles

Set up paid ad campaigns, if you're planning to run them.

Set up any other promotional activities included in the ebook below.

Pro tip: Pay special attention to your post-registration landing page. Since it's visible by those who've just expressed their interest in your webinar, your chances of converting them are at all-time high.

Recommended reading:
Ebook: How to Promote Your Webinars in 9 Easy Steps
Article: How to Design Webinar Invitation Emails + Examples

The week leading to your webinar

During the week leading to your webinar you'll want to double-down and make sure you can deliver the best possible experience for your attendees. Here's what you'll want to go over:

Choose the location of your webinar – ideally somewhere quiet with a stable internet connection and excellent acoustics.

Prepare your hardware – for most webinars a built-in camera and a set of headphones is good enough!

Place your camera at eye-level, e.g. by stacking books or a box under your laptop if you're using a built-in camera.

Prepare your presentation and make sure the format is supported by your webinar platform.

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Prepare any additional content you want to share during the webinar, e.g. videos, surveys, files, URLs, and confirm beforehand that they're supported by your platform.

Practice and do a dry run of your presentation using your webinar software to get comfortable using the tool.

Pro tip 1: It's best to come overprepared rather than underprepared. Don't neglect the dry-run and make sure to upload your presentation, test it properly, and get comfortable with your webinar platform. When you're done, just exit the webinar and everything you've prepared will be ready for the big day.

Pro tip 2: Make sure to continue promoting your webinar throughout the entire two weeks leading up to your webinar. Build engagement around it on social media and through other channels you're active on.

Recommended reading:
Article: How to Structure Your Webinar Content the Right Way

On the day of your webinar

Today's the big day. You've done most of your preparations already, so let's just polish it up and have a blast!

Test your internet connection – and use an ethernet cable just to be sure!

Upload your presentation into your webinar software, if you haven't done this during your dry run.

Switch off any external apps that might be slowing down your computer.

Make sure there are no programs running in the background that might be using your camera and microphone.

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Switch off any notifications that might appear on your screen.

Mute your phone and any other alarms or calendar reminders you may have set.

Add your exclusive offer (if you're planning on sharing one) – either place it inside of your presentation or use a special feature available in your webinar platform.

Carry on with your last-minute promotional activities, e.g. on social media.

Pro tip: If you're using GetResponse Webinars, you can add multiple calls to action offers during your webinar. You can increase their effectiveness by adding a timer that'll countdown till the offer's no longer available.

Recommended reading:
Help: What Types of Files Can I Upload to a Webinar?

When you're going live

The final hour has arrived, it's time to finish off the preparations, enable the recording, and go live. Here's what you'll want to check first:

Log in 30 minutes before and make sure your webinar software and browser are up to date.

Go through your presentation one last time and check whether everything's working smoothly.

Make sure that the source of the sunlight isn't directly behind you, if you're going to have your camera switched on.

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Make sure your background is clean and not taking away attention from the speaker.

Switch on additional features like a moderated chat or polls.

Use headphones with a microphone to avoid echoes.

Enable video recording – and if you're planning to use it as an on-demand webinar, choose the appropriate recorder layout.

Start with a smile – and start on time!

Greet everyone and allow for a couple of minutes so that everyone can join your webinar.

Share your plan for the webinar with your attendees.

Mute your microphone if you're presenting with another speaker and they're currently talking.

Be engaging – use humor, visuals, ask your audience questions, and show examples they can relate to.

Sum up your presentation and let your audience know how they can contact you.

Do a Q&A session and let your audience have a say.

Pro tip: Comments and discussions that take place in the chat during your webinar can be a great source of ideas for your new content. You can turn it into a blog post, quick video recording, or just a part of your post-webinar follow-up email.

Recommended reading:
[Article: How On-Demand Webinars Work](#)

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After the webinar

Now that the webinar has ended, it's time to work on converting those leads and prospects into buyers. Here's what you can do:

Switch off your paid ad campaigns and remove any other mentions of your upcoming webinar from your pages and social media profiles.

Follow up – send thank yous, notes, the webinar recording, answers to the Q&A questions, and ask for feedback!

Follow up – send an additional offer to your registrants once or twice.

Analyze your results and plan your next campaign!

Want to learn more?

Visit the GetResponse Blog for more marketing tips and knowledge.

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