

# Winning The Webinar

Winning The Future



[cwgs.wtf](http://cwgs.wtf)

# Tips and Tricks

- Establish and adhere to a consistent schedule, ensuring realistic expectations.
- Include speakers from internal subject matter experts, external partners, and clients whenever possible.
- Alternate between insight-related (educational & thought leadership) topics and demonstrations or product-related subjects.
- Maintain a dual-track approach: “Demo Series” for continuous sales efforts and “Insight Series” for creating short video content tailored to the Aware, Engaged and Consideration journey stages.
- Conduct a thorough dry run well in advance, allowing time to address any potential computer issues by opening a support ticket with IT.
- Familiarize yourself with your broadcast software and marketing automation tools.
- Incorporate "recommended follow-up content" into registration confirmation emails.
- Strategically place polling questions: the first after intros to gauge the audience, and the second as a lead-in for post-event follow-up.
- Collaborate with Sales, Presales, Business Development Representatives, and Account Management teams for optimal synergy.
- Embrace the mantra: Teamwork Makes the Dream Work!

# Segregation of Duties

## Hosting Company Marketing Team

- Promotion
- Production
- Post event processing
- Coordination and scheduling of dry run.
- Own technology and streaming platforms.
- Landing pages

## Speakers / Co-Host

- First draft of the abstract
- First draft of the presentation
- First draft of poll questions

# Pre-Production & Planning Checklist

- ☐ Confirm topic | *Write abstract and outline*
- ☐ Confirm accreditation | if applicable
- ☐ Who? When? | *Wrangle the speakers and confirm a date*
- ☐ It's not just a webinar, it's a production | *Make it deliberate for better moments in post-prod*
- ☐ Build promo calendar | *Work backwards*
- ☐ Write all promo materials | *Templates below*
- ☐ Build promo graphics | *"Good artists copy; great artists steal," Picasso*
- ☐ Add production date to all participants calendars
- ☐ Add practice session to all participants calendars | *Test & run any updates*
- ☐ Add 2 15 minute check-ins to all participants calendars
- ☐ For live streaming | *Connect and test all connections*
- ☐ Add additional content to the registration email.
- ☐ Send internal promo email with promo card, AM/Sales 1:1 invite + send instructions -  
GET EVERYONE AMPED

# Production & Game Day Checklist

- ☐ Load polling questions.
- ☐ Determine who has presentation control and is sharing their screen
- ☐ Close all
  - ☐ Email
  - ☐ Slack / Teams
  - ☐ iMessage (Mac)
  - ☐ All windows (besides the ones needed for presentation)
- ☐ Show up 30 minute early to connect and chat with your team on this project
- ☐ Define your order of operations for going live
  - ☐ For example: [Click start in GTW] → [Begin broadcast on LinkedIn] → [Begin broadcast on YT] → [Speakers begin]
    - ☐ Have a separate channel open for communication or use the built-in chat feature to communicate with presenting team.

# Post-Production & Follow Up Checklist

- ❑ Built show and no-show list.
- ❑ Build the automations to make all the magic happen.
  - ❑ To update the campaign.
- ❑ Give a “heads up” to your sales and/or BDR teams alerting them to the conclusion of the webinar and that tasks will be sent in 36 hours.
- ❑ Begin video post-production processing.
  - ❑ Using tech, cut the webinar into smaller “moments” for use in outbound emails, sequences as well as organic social media.
  - ❑ Being deliberate in your planning of the content will lead to better “moments”.
  - ❑ Getting a clients to speak about a topic on your page builds trust to your audience.
- ❑ Prepare for uploading to YouTube.

# Planning

Title	
Date	
Time	
Presenting Companies	

Idea Space:

# Outline

1. Intros (5 Min)
  - a. Speakers
  - b. Topic
  - c. Accreditation Notice
2. Current Macroeconomic Landscape (20 Min)
  - a. How are current macroeconomics impacting the topic?
3. Practical POV (20 Min)
  - a. Intro
  - b. Practical tip+tricks
  - c. 100 Second Master Class
4. Closing (5 Min)
  - a. Wrap up
  - b. Q&A

Idea Space:



# Abstract

Idea Space:

# Ideal Promotion Calendar (5 weeks lead time)

<u>M</u>	<u>I</u>	<u>W</u>	<u>TH</u>	<u>F</u>
Landing page go-live + Internal promo	OrgSoc Post 1			
	Promo Email 1			
			OrgSoc Post 2	
	Dry Run		Promo Email 2: Last Chance to promo 1 opens.	OrgSoc Post 3
	Live Event Day!!		Follow Up Email 1: to attendees and no-shows Trigger & assign follow up tasks	

# Sales 1:1 Copy Planning

From	Sales_Team_Member@YourCompany.com	
Subject		
Body		

# Promo Email 1 Copy Planning

From	Webinars@YourCompany.com	
Subject		
Body		

# Last Chance Email 2 Copy Planning

From	Webinars@YourCompany.com	
Subject		
Body		

# Polling Questions

Question 1	
Question 2	
Question 3	

# Organic Social Copy Planning

Post 1	
Post 2	
Post 3	
Post 4 (optional)	

# Recommended Follow Up Content

Content 1	
Content 2	
Content 3	
Content 4	



# Moment Ideas

Client stories

WORKING CAPITAL  
**100 SECOND MASTER CLASS:  
SUPPLY CHAIN FINANCE**

Quick introduction to a topic

EXELON TREASURY TRANSFORMATION  
**ADDRESSING THE  
CHALLENGES**

EXELON TREASURY TRANSFORMATION  
**IMPACT OF  
TREASURY TRANSFORMATION  
ON OPERATIONS**

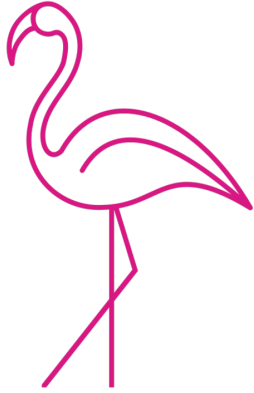
BANK ONBOARDING  
**YOU'RE DECIDING  
ON A TMS**

BANK ONBOARDING  
**BEFORE YOU TALK  
TO THE BANKS**

BANK ONBOARDING  
**THE PROJECT BEGINS**

Simplifying longer processes

# Wow, Thats Fantastic!



## WTF

Winning The Future. This spin on the acronym aligns with the dynamic and ever-evolving nature of marketing strategies. To succeed in the competitive landscape, businesses need to continuously adapt, innovate, and embrace emerging trends.

WTF becomes a mantra for staying ahead, captivating audiences, and ultimately, winning the future market share.

It's a reminder that in the world of marketing, success often comes from boldly navigating the unexpected and creating campaigns that make people say, "Wow, that's fantastic!"

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