Phase	Start Date	Week
Pre Webinar		1
		2
		3
		4
Webinar		WMS Webinar

Post Webinar		**1**
		2
		3
		4

Colomun A represents the different phases thro
Colomun B and G represents the start and end
Colomun C represents the weeks throughout th
Coloumn D Represents the different kind of sta
Coloumn E is the list of deliverables that are set
Coloumn F represent which group is assigned to
Coloumn H represents the current status of the

Stages
Content and promotion creation
Promotion start/ Registration open
Test Events
Final Updates
During the webinar Engage the audience

Engage the audience **Content Delivery**
Follow Up
Engage Non Attendees
Analyze and Reflect
Repurpose Webinar Content

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Deliverables
Webinar Script
Seed Questions
Speaker Bios
Presentation Slides
Presentation Video
Webinar Console Design
Determine interactive elements
Prepare any handouts our resources to be shared
Webinar Registration Page
Email Copies
Social Media Promotional Graphics & Copy
Create promotional graphics
Develop Marketing Automation Campaign
Determine how we will 'fill the seats'
Post-Webinar Survey
On24 Platform Testing
Conduct a test run with a select MarCom / Product Marketing / Speakers
Ensure a stable internet connection
Check audio and video equipment for clarity and functionality
Check audio and video equipment for clarity and functionality
Have Dematic Background
Pre-Record
Finalize and upload any handouts or resources
Use On24's resource list feature to make them available for attendees
Log in Early
Start the session 20-30 minutes early to address any technical issues
Title/Loading slide or countdown for those who join early (On24)
Greet attendees as they join and set the tone for the session
Make use of On24's interactive tools

Encourage attendees to participate and ask questions
Stick to the script but be flexible based on audience interactions
Maintain pacing and be mindful of the allocated time
Automated Captioning (On24)
Determine follow-up strategy and process for complete attendee list with Business Development
Send out thank-you email to all attendees
Provide link to recording of webinar within 24-hours of event for those who missed live event
Provide a copy of the slides or other materials shared (if applicable) Gather feedback using a post-webinar survey within 48-hours
Make sure there is a call to action. Whether it is, check out the Dematic website, sign up for future webinars, etc.
Send 'we missed you' emails copied with link to recording
Use On24 analytics to gauge attendance, participation, and drop-off rates
Identify what worked well and areas for improvement in post-mortem with Dematic speakers / MarCom
Review leads generated and their quality
Blog post: summarize key takeaways and link to recording
Insights article: Expand on topics covered in the webinar
Short videos: share clips from the webinar on social media
Put the webinar in a blog post or newsletter and promote it on social media platforms

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s, completed,etc.

Assigned Group	Due Date	Status

Addditioal Notes