

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

		1
		2
		3
		4

Colomun A represents the different phases thro

Colomun B and G represents the start and end o

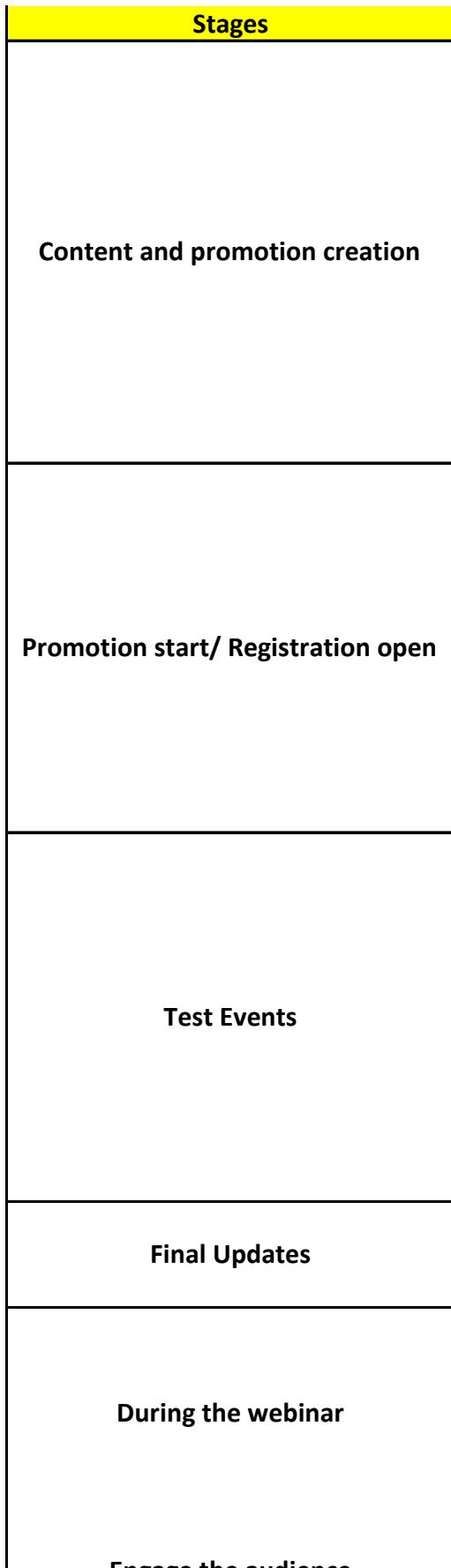
Colomun C represents the weeks throughout th

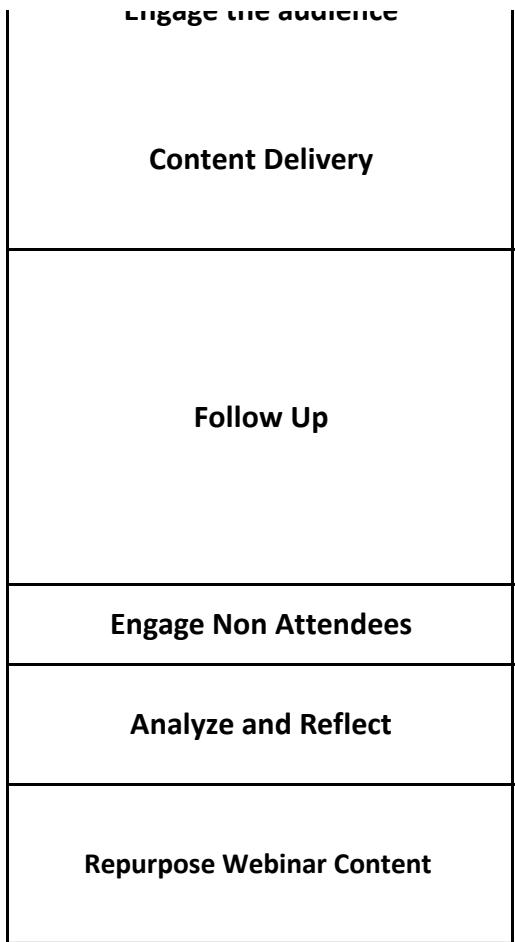
Column D Represents the different kind of sta

Column E is the list of deliverables that are set

Column F represent which group is assigned to

Column H represents the current status of the





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date of the deliverables
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o that specific deliverable
deliverable. i.e In progress

Deliverables
Webinar Script
Seed Questions
Speaker Bios
Presentation Slides
Presentation Video
Webinar Console Design
Determine interactive elements
<u>Prepare any handouts our resources to be shared</u>
Webinar Registration Page
Email Copies
Social Media Promotional Graphics & Copy
Create promotional graphics
Develop Marketing Automation Campaign
Determine how we will 'fill the seats'
<u>Post-Webinar Survey</u>
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
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Have Dematic Background
<u>Pre-Record</u>
Finalize and upload any handouts or resources
Use On24's resource list feature to make them available for attendees
<u>Log in Early</u>
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

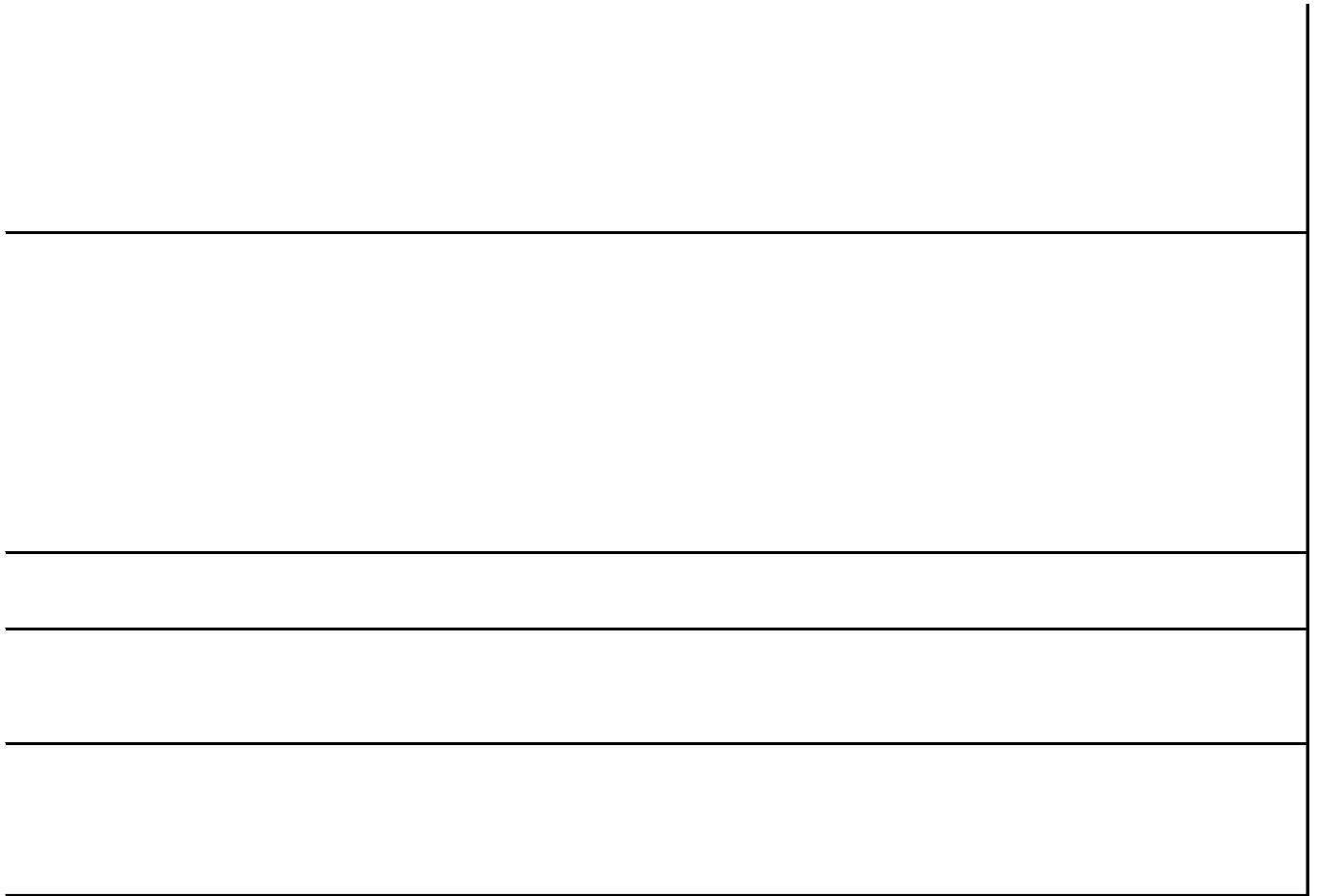
Short videos: share clips from the webinar on social media

Put the webinar in a blog post or newsletter and promote it on social media platforms

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s, completed,etc.

Addditioal Notes



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