

Complete Webinar Execution Checklist

- ☐ Web
- ☐ Coordinate c
- ☐ Set up attribution par
- ☐ Create the post-webinar nurtur



- ☐ Define specific, measurable webinar objectives (lead gen, nurturing, product demo, etc.)
- ☐ Find a confident host and moderator (if applicable)
- ☐ Confirm the budget for the webinar promotion
- ☐ Choose the topic
- ☐ Choose the webinar type and format
- ☐ Find a speaker
- ☐ Create the graphics (for social media, ads and registration page)
- ☐ Set up the registration page
- ☐ Configure 24-hour, 1-hour, and 5-minute automated reminder emails
- ☐ Brief speaker on format, audience, and key talking points
- ☐ Create the webinar content
- ☐ Plan 3-5 polls and open-ended questions for audience engagement
- ☐ Schedule marketing emails to promote the webinar
- ☐ Promote the webinar on Social Media
- ☐ Create the Ads: LinkedIn, Google, Facebook, etc.
- ☐ Website Integration: Add pop-ups, banners, and blog post tie-ins
- ☐ Coordinate co-promotion with industry partners
- ☐ Set up attribution parameters for all promotional links
- ☐ Create the post-webinar nurture campaign

- ☐ **Technical Check:**
Test audio, video, screen sharing, and internet connection
- ☐ **Platform Review:**
Verify polls, Q&A, and chat functionality working properly
- ☐ **Speaker Coordination:**
Confirm speaker is ready and has proper connection
- ☐ **Materials Ready:**
Have presentation, notes, and attendee engagement plan accessible

- ☐ **Replay Processing:**
Edit recording if needed and upload to hosting platform
- ☐ **Thank You Email:**
Send replay link and additional resources to all registrants
- ☐ **Lead Scoring:** .
Score attendees based on company size, industry, role, and engagement
- ☐ **Sales Handoff:**
Route high-scoring leads (e.g. 70%+ completion, strong ICP match) to sales team
- ☐ Turn on your nurture campaign
- ☐ Send manual emails to highly engaged ICP leads within 24 hours
- ☐ Connect with attendees on LinkedIn and send personalized messages
- ☐ Create 2-3 articles from main webinar topics and Q&A highlights
- ☐ Extract quotes, statistics, and clips for ongoing promotion
- ☐ Develop related guides, templates, or tools as lead magnets
- ☐ **Performance Review:**
Analyze registration sources, attendance rates, and engagement metrics
- ☐ **ROI Calculation:**
Measure cost per registration and conversion to qualified leads
- ☐ **Feedback Collection:**
Survey attendees for content and format improvement suggestions
- ☐ **Next Webinar Planning:**
Apply learnings to improve future webinar strategy

Check out Full Webinar Guide

➤ guide.getcontrast.io

