

Speakers

(Example: webinar and chat moderator, first and second speakers)

Purpose of the webinar

(Example: product launch, lead generation or market education)

Target audience

(Example: verticals, job functions, team size or geographic regions)

Format

(FAQ, interview, conversational, live studio, customer case, branding or how-to)

Topic

(Example: solving a pain point, getting inspired or learning about a topic)

Slides

(Example: splash screen, welcome, agenda & speakers slides)

Date, time and duration

(Example: 45 min = 5 min intro, 15 min per speaker... and two timeslots the same day to cover timezones)

Style

(Example: funny, exclusive, energetic, fast or corporate)

Success criteria

(Example: number of signups, number of live participants)

Promotions

(Example: social advertising and newsletter, Facebook, Twitter, LinkedIn, emails)

Tools and device testing

(Example: software, camera and audio equipment)