

Webinar Goals and Objectives "what and why"

How many Webinars do you anticipate doing on average?

___ One to get started. We'll see from there

___ Monthly (___) per month

___ Quarterly (___) per quarter

How many attendees or connections per Webinar do you estimate? What is the maximum size?

What is the ultimate goal for your event (i.e., generate sales leads, educate clients, deliver training, etc.)?

What would you consider a successful event (e.g., two qualified prospective sales leads)?

Do you have a budget that your organization is working within?

What are your two most important criteria for your Webinar provider/partner?

Webinar Scope - "how"

Before the Event

- Do you require a registration web-page for your attendees? This allows you to collect information regarding the attendee including reporting. If yes:
 - Do you require custom branding?
 - Email notification? Reminders?
 - Reporting requirements
 - Is the event free or are you charging a fee? If charging a fee do you need credit card payment processing?

- What level of support would you like before the event:
 - Presenter training?
 - Practice session (dry-run)?
 - Consultation (sample email invites, help with creating the presentation, help with marketing the event)?

During the Event:

Are there going to be multiple speakers (in different locations)?

- Yes
- No

Are the attendees located domestic or international? _____

How would you like attendees to hear the speakers (via the phone, via their computer speakers, or the option for both)?

- Audio through a telephone conference call
- Audio streamed via the computer speakers
- A combination of both options

What features you do need during your event?

- Power Point presentation.
- Polling/Survey - this is where you can post a multiple choice or open ended question for feedback?
- Would you like to share a software application, web-browser or desktop during your presentation?
- Do you want to display a video? If so what types of video:
 - Live webcam of the presenter (so the attendees can see the person speaking)
 - Ability to play a pre-recorded video clip?

How would you like to handle questions (over the phone or via online chat)?

- Online only
- Over the phone
- A combination of both

Would you like to record the event for replay?

- Yes
- No

Do you want a professional moderator to help host your meeting (announce speakers, etc.)?

- Yes
- No

After the Event

Would you like reporting for who attended the event?

- Yes
- No

Additional Notes
