



## **WEBINAR PLANNING GUIDE 2020**

### **Webinar Overview Worksheet**

Webinars are not just a 60 minute thought leadership exercise. Webinars result in 60-90 days of active promotion and brand engagement. Webinar presenters receive not only strong brand recognition for expertise in the area, but also the names and email addresses of registered attendees. Previous webinars in the areas of Estate Planning, Tax Reform and Digital Technology have generated significant awareness and hundreds of leads for the presenting sponsor.

The webinar creates and/or reinforces the presenter as an authority on the topic.

The program runs in 3 phases across a 30 day time horizon.

- Phase 1: pre-webinar promotion to drive registrations
- Phase 2: the live webinar event
- Phase 3: the post-webinar follow-up

### **Main Requirements and Specifications**

1. PowerPoint presentation that serves to educate, inform or inspire the registered attendees.
2. Subject Matter Experts (SME.)
3. Target length is 30-45 minutes of content and 15 minutes of Q&A.
4. Collaboration on pre and post event promotional copy and materials.
5. The host and moderator will be provided by MMM.
6. Zoom webinar technology platform provided by MMM.
7. Collaborate on date selection.



## WEBINAR CONTENT PLAN

Webinar Title:

Webinar Date:

Webinar Presenter (SME):

Webinar Moderator: Jeff Herrmann, MMM

Webinar Objectives: *The purpose of the webinar is to provide the audience information about....[insert topic].....and specific nuances...things that are intriguing or misunderstood about the topic.*

## WEBINAR PROMOTION PLAN

### Pre-event Promotion

- Creation of Registration Page and Scheduling
- Creation of Images and Thumbnails for use in promotion.
- MidPage Leaderboard Digital Ad (728x90)
- 600 word article to educate the audience on the importance of the topic.
  - Copy for email blast to invite prospects and customers.
  - Copy for outbound calling script.
  - Activation in social media posts each on Facebook, Twitter, LinkedIn (posts will include a “call for questions and topics” to make sure we’re covering the scope)

### Day of Live Webinar

- Facebook Live warm-up and behind the scenes (optional.)
- Launch and host webinar using ZOOM.
- Monitor Q&A and chat box.
- Follow up with attendees and questions.



**Post-Webinar Promotion**

- 600 word article to review the topics discussed.
  - Copy for email blast to invite prospects and customers.
  - Activation in social media posts each on Facebook, Twitter, LinkedIn (posts will include a “call for questions and topics” to make sure we’re covering the scope)
- Load webinar on YouTube in its entirety and embed into a story post.
- Send follow up emails to capture additional questions.

**ESTIMATED TIMELINE**

<b>Date</b>	<b>Task</b>	<b>Owner</b>
7-10 days prior	Work out strategy and content	Client and MMM
7-10 days prior	Gather and set up advertising assets	Client and MMM
7-10 days prior	Launch Digital Ad	MMM
7-10 days prior	Release article to promote registrations	MMM
LIVE EVENT	Present Webinar and Q&A	Client and MMM
LIVE EVENT	Possible Facebook Live Video coverage (BTS)	Client and MMM
1 day post	Gather Final Registrations and send to client	MMM
1 day post	Publish article (on web) covering event and key takeaways	MMM
1 day post	Social and email promotion of article driving views	MMM