1. Selection of webinar tool Notes: 2. Purpose 3. Target group Invitation process: 4. - Writing the invitation - Choosing recipients to invite - Send-out (2 weeks before, reminder 1 week before) - SoMe **NOTE!** Inform about GDPR 5. Build your talk-track Create presentation to support the talk-6. track: - Pictures - Large fonts (works better in mobile) - LESS IS MORE 7. Create polls (for 45 minutes 3-4 polls) - Purposes of polls is to activate the audience, prove a point in your presentation and to qualify leads Have links ready to share during 8. presentation 9. Test your webinar tool 10. Rehearse and time your presentation The webinar 11. Lighting (Light up your face, no light from behind, i.e. don't sit in front of window) Sound (don't rely on computer mic, your 12. mobile phone headset usually is enough) Camera angle: lift your camera to eye level! 13. Remember to look directly in the camera from time to time Relax, have fun! If the tech fails, don't 14. worry - it happens to the best of us! After the event "Thank's for participating" / "Sorry we 15. missed you" messages ready to be sent out with recording 16. Do a quick analysis of the participants, look at their poll answers, and contact the hot leads immediately Contact every participant after the event, 17. within 3-4 working days.

