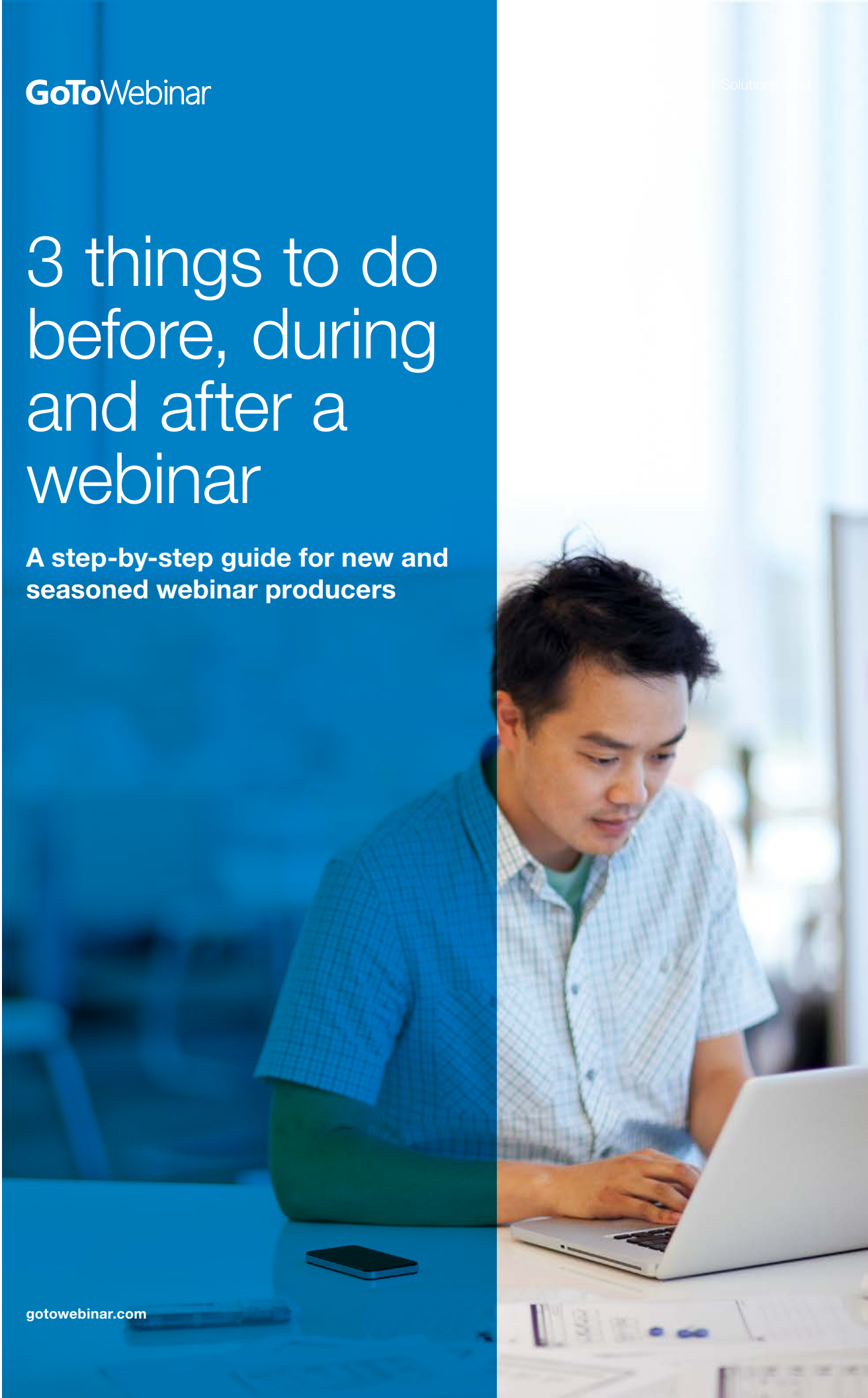
GoToWebinar

Solutions Brief

3 things to do before, during and after a webinar

A step-by-step guide for new and seasoned webinar producers



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To get the most out of your webinar program, there are a few things you can do to make sure your webinars are always engaging, valuable and effective.

This brief outlines three to-dos at each step of the webinar process — before during and after. It's designed for you to keep on your desk for reference during production.

Before your webinar

1. **Practice.**
   It's a good idea to run through your webinar presentation with your speakers and moderator before the live event. Use this time to review the presentation, practice transitions and make changes as needed. GoToWebinar automatically offers pre-webinar practice sessions, but if you're going to practice a few times, you can use the **Schedule Similar Webinar** feature and add "rehearsal" or "dry run" to the title for clarity.

2. **Create a #hashtag.**
   Using the Twitter backchannel can be a great way to get your attendees engaged in a discussion before the event. Choose a hashtag that's easy to remember, not already in use and relevant to your topic. Hashtags are not case sensitive, but users will often use acronyms in caps. Do not use spaces in your hashtags. Most importantly, use the hashtag prior to the event to promote or share resources — that way there are relevant results when people search for it.

3. **Ask questions.**
   If you want to have a lively event, get the conversation started early. Pose questions to your registrants on the registration page. Ask them about their most pressing challenges and what they are looking to get out of the webinar. Their valuable answers will help you customize your content to their needs and ensure better attendee satisfaction.

You have audio options with GoToWebinar. Choose from local, toll-free and international phone numbers in addition to VoIP so your attendees can join however is most convenient for them. Learn more.

During your webinar

1. **Join the session early.**
   Moderators and speakers should join the session a half-hour early for a pre-event discussion. Use this time to conduct sound checks, go over the flow of the event and answer any last-minute questions. When you press **Start**, everyone should be prepped for a great event.

2. **Record.**
   Whether you plan to promote the recording for attendees that could not make it or just to have on hand for reference later, you should always record your webinars. Consider adding a second Organizer computer to the session to record as a backup. This way, if one of the organizers experiences a bad connection, there is a second copy of the recording for you to fall back on. Adding a bit of redundancy ahead of time can prevent huge headaches later when dealing with technology.

3. **Post polls.**
   There are a lot of suggestions in the industry about utilizing polls, including counting the minutes between polls or evenly distributing them through the content. But webinars aren't always about being methodical. Relevance and spontaneity make for great events, so focus on the relevance of the polling question to the webinar content. Keep polls brief — about 1 minute. Speak to the poll while it's open, then share the results and transition back to the content.

After your webinar

1. **Launch the post-event survey.**
   Post-event surveys help you determine if your event was successful. You can use the survey to ask attendees if they want to be contacted for further information, or to ask them what other topics they are interested in. The surveys are entirely customizable, so spend some time thinking about what feedback you want most from your attendees before you create the survey.

2. **Post link to recording.**
   Since you recorded your event, you now have a great piece of content to share with registrants that missed the event or any other interested group. Sharing the recording grants your webinar a longer shelf life. Marketers may choose to post the event to their social channels, while human resources professionals may post the link to the recording on their intranet or internal social channels. Either way, the recording of the event will keep the content alive.

3. **Follow up.**
   The last item on your to do list is to follow up with attendees. After you've reviewed the **Attendee Report** to figure out who warrants follow up first, plan your follow up offering for each group of people. Send the link of the recording to all webinar registrants. Send more specific information to the people who either asked for it or showed behavior that implied they were interested. Take the time to customize your follow-up messages by reviewing questions asked or answers provided from each attendee to find out what most interests them.

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