

# Webinar Checklist

*This is an extra resource to go along with the original article:*

[How to Run a Smooth SaaS Webinar](#)

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- Create a topic for your webinar.
- Set goals for your webinar (what do you want to accomplish?).
- Create a team to help you run your webinar.
- Choose a webinar tool.
- Select the time/date for your webinar presentation.
- Create an outline.
- Choose a webinar-exclusive incentive.
- Create a list of questions that you'll ask to keep your attendees engaged during the webinar.
- Create slides.
- Create a series of emails about your webinar:
  - Invitation email
  - "Thanks for signing up for the webinar" email
  - "The webinar is happening tomorrow" email
  - "The webinar is happening in 60 minutes" email
  - "Thanks for attending the webinar/here's the replay/ here's your special, limited-time discount" email
- Create a registration/webinar landing page.
- Do a dry run of your material.
- Do a sound check.
- Check slides.
- Do a camera check.
- Check the chat module.
- Print hard copies of your slides and outline.
- Promote your webinar on social media.
- Create a hashtag for your webinar event.
- Promote your webinar on your website in the following places:
  - On your blog
  - On your sidebar
  - Via a pop-up
- Know the backup phone number for the webinar tool in case you need to dial-in.
- Follow up with attendees after the webinar.
- Post a public "thank you" message on social media.