The GoToWebinar Organizer and Presenter Checklist

CITRIX GoToWebinar

Calling all webinar organizers and speakers!
Follow this timeline to perfectly plan your next webinar using GoToWebinar.

Before

One month before your webinar

- ☐ Set measurable goals for your webinar. To do so, answer the question, "Why am I hosting this webinar?"
- ☐ Identify team members who will help coordinate the event and decide on a date.
- ☐ Create a hashtag for your event to include in promotional materials.
- ☐ Schedule your event in GoToWebinar and add an integrated audio option (like OpenVoice Integrated) if you have one.
- ☐ Decide if you will provide reference materials for your audience, like summary sheets or presentation slides. If so, create or locate the content. Create and schedule up to three reminder emails for your webinar to go to registrants prior to the event.

Three weeks before your webinar

- ☐ Kick off social promotion of your event by posing questions to your social networks and tagging the posts with your hashtag.
- ☐ Use the Registration Tracking feature of GoToWebinar to evaluate the effectiveness of your promotions so far. Plan promotion changes, if necessary.
- ☐ Define your audience goals. To do so, ask yourself, "What will my audience know after the event that they didn't know coming in?"
- ☐ Gather your event team to discuss content, flow and event timeline and milestones.
- ☐ Build webinar content, like a slide deck, product demo or discussion sheet.

Two weeks before your webinar

☐ Gather event team for a technical rehearsal to familiarize everyone with the GoToWebinar interface and features.

    ☐ Review content (slides or demos) to make sure it supports your event and audience goal.

    ☐ Build surveys and create and save polls for audience engagement.

☐ Optimize the visual design of your presentation using the GoToWebinar Audience View pane.

☐ Schedule your event dry run for a day or two before the webinar to go over any last-minute details.

☐ Pose questions to your social networks to spark interest and gather audience feedback. What does your audience want to learn most from your webinar?

One week before your webinar

☐ Use responses and insights from your social network to tailor webinar content to the audience.

☐ Host your practice session with speakers and the moderator.

    ☐ Have moderator learn how to say the first and last names of everyone he or she will be introducing.

    ☐ Have speakers and moderators turn on webcams, perfect their lighting and clear their backgrounds so they know how to set up on the day of the webinar.

    ☐ Have speakers run through their presentation slides and practice advancing the slides in GoToWebinar.

☐ Finalize the presentation. Make sure to include an introductory slide, a slide that introduces all the speakers and a content library slide.

During

Minutes before your webinar

- [ ] Start the webinar early, keeping the GoToWebinar waiting room up so your speakers and organizers can run through last-minute items while your audience joins the session.

  - [ ] Close any unnecessary apps and programs running on your computer or computers that will be shared.

  - [ ] Perform a sound check with your moderator and speakers and have them select Telephone in the audio panel to eliminate audio feedback.

  - [ ] Have the moderator and speakers turn on their webcams to foster familiarity and engagement with the audience.

  - [ ] Undock and rearrange any of your GoToWebinar panes to highlight the information you'll reference most during the webinar.

- [ ] Send a welcome message through the chat pane to alert your audience that the webinar will begin shortly.

- [ ] Instruct attendees who have dialed in by phone to select Telephone and enter their audio PIN number in the audio panel to eliminate echo and give you muting control.

- [ ] Instruct the moderator to wait three-to-five seconds after the start of the broadcast before speaking.

- [ ] Start the broadcast and hit the Record button.

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During your webinar, have the moderator...

☐ Announce the title of the event and make speaker introductions to let people know that they are in the right place.

☐ Inform the audience that they have all joined this webinar in listen-only mode, which means they are muted.

☐ Monitor audience engagement via the dashboard and encourage the audience to participate by using the questions pane or by launching ad hoc polls when appropriate. Queue up and/or pose questions to the speaker by monitoring the questions pane and hashtag usage on social networks.

☐ Keep the speaker on track by alerting him or her via chat or verbally about how much time is left.

☐ Thank the audience and speakers and launch the post-webinar survey before closing the event.

After

Within a day after your webinar

☐ Distribute or post a recording of your webinar online and include a link to it in your thank-you email.

☐ Use the audience comments and questions stored in GoToWebinar reports to tailor your follow-up tactics to attendees.

☐ Send thank-you emails to all confirmed attendees if you haven't scheduled them to automatically go out.

☐ Evaluate your performance by revisiting your webinar goals and measuring against the data in GoToWebinar reports.

☐ Continue replying to any conversations going on around your hashtag online.

☐ Use the stored attendee registration list in GoToWebinar to invite your audience to upcoming webinars.

For more webinar tips, visit the **GoToMeeting Blog.**

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