Sample Event Timeline

ReadyTalk

ReadyTalk's Professional Events team treats webinars with the same level of care as you would an in-person event. Ensuring a well-attended, seamless, and high-quality web event requires advance preparation that begins at least 6 to 8 weeks before the live event. Here are the items to address during planning and when to focus on each element:

6 to 8 weeks prior	**WEBINAR TITLE and DESCRIPTION**	Develop a short paragraph, describing the webinar and its take-away points. This will be used for marketing purposes.
	PHOTO and BIOS from SPEAKERS	Gather a photo and biography for each speaker to use in webinar marketing and promotion.
4 to 6 weeks prior	**INVITATIONS and MARKETING CAMPAIGNS**	Create invitations for the webinar and determine when they should be sent. Create the marketing campaign links tracking promotional efforts.
3 weeks prior	**REVIEW CONFERENCING TECHNOLOGY with SPEAKERS**	Determine if speaker will be using Application Sharing, Desktop Sharing and/or Polling options during live webinar. Make sure everyone is comfortable with the technology.
1 to 2 weeks prior	**FINALIZE POWERPOINT SLIDES**	Gather PowerPoint slides and any additional participant materials from the speaker(s).
3 to 5 days prior	**SPEAKER DRY RUN**	A 30-minute dry-run should be held a few days prior to the live event to allow the speaker(s) to become more comfortable with the webinar technology. Review the live event pre-conference, phone line for speaker(s) to call for the live event, introduction and closing of the event, post-conference discussion as well as the preferred format for the Q&A, if one is held.
Day of the webinar	**LIVE EVENT**	Speaker(s) should call in 30 minutes prior to the start of the event for the pre-conference. During this time, do a final review or confirmation of the event title, introductions, Q&A and closing. Any last-minute details or questions should be covered at this time.
Within 3 days of the event	**POST-EVENT ACTIVITIES**	Complete post-event activities including editing the recording (if needed), syndicating the recording through social media, blogs, etc. Send emails to attendees and no-shows and include answers to any questions that came out of the event. Review post-event survey content with speaker.

About ReadyTalk

ReadyTalk is committed to helping customers conduct successful audio and web conferences of all sizes – from small, ad hoc meetings to large, formal events. Visit www.readytalk.com to learn more about our full range of technology and services including:

Audio + Web Conferencing | Webinars + Professional Services | Recording + Syndication