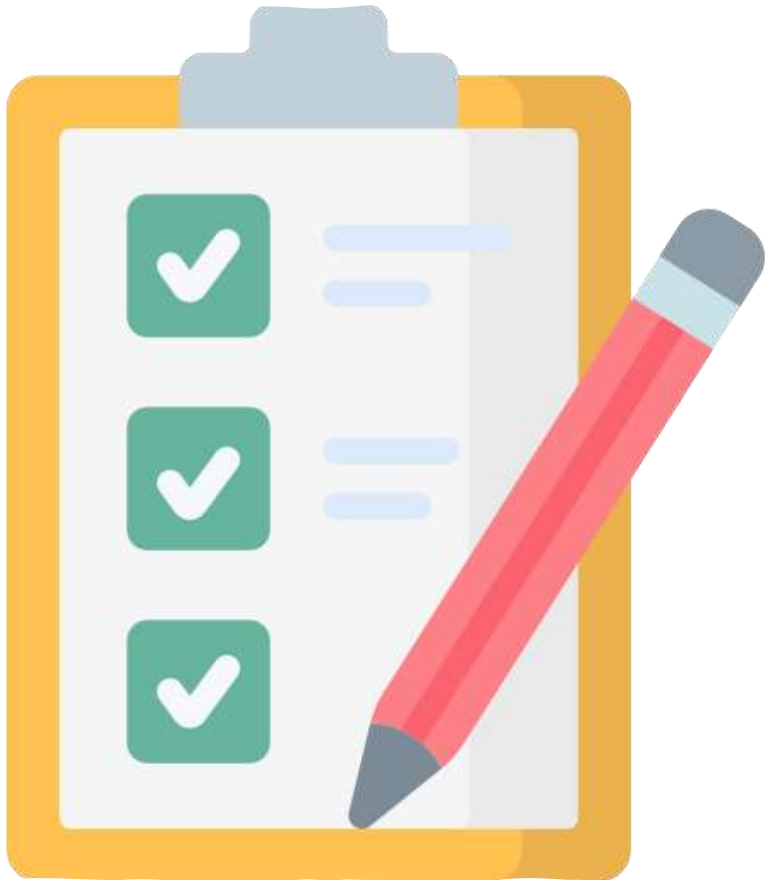# Prior to the Webinar

- Schedule webinar 1-4 months in advance
- ASAP get from speaker:
  - Title, Descriptive Paragraph and Related Graphic
- Create webinar graphic
- Schedule webinar in Zoom / build-out registration page
- Apply for SAF CFE Credit at least 1 month in advance
- Focus advertising efforts from 1 month – day of the event
  - Newsletter / Website / Social / Previous Webinars / Email Blasts
- Conduct 30 min. speaker tech check / practice session and interface training within one week of webinar
  - Exchange contact #'s in case of emergencies / power outage etc.

Created by David R. Godwin (d.godwin@southernfireexchange.org)
Clipboard icon by Freepik via Flaticon.com

Week of the Webinar

- Get speaker bio(s) and headshot photo(s)
- Prepare Intro and Closing Slides
- Build Post-webinar Qualtrics survey and insert link into Zoom to launch automatically
- Build SAF CFE application Qualtrics survey to share with participants (if approved)
- Update webinar script
- Create a list of links to share with participants / create short links for surveys
- Build webinar polls
- Read background papers on presentation topic.

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Webinar Day

- Review and print script. Read the script.
- Send speakers reminder invite link emails.
- Get water and coffee.
- Check to make sure that technology works. Setup and login with a second (or third) computer / laptop.
- All speakers and hosts check-in 30 mins. before going live.
- Start and run any live streams to Facebook or YouTube.
- DON'T FORGET TO RECORD THE WEBINAR
- Go Live!

After the Webinar
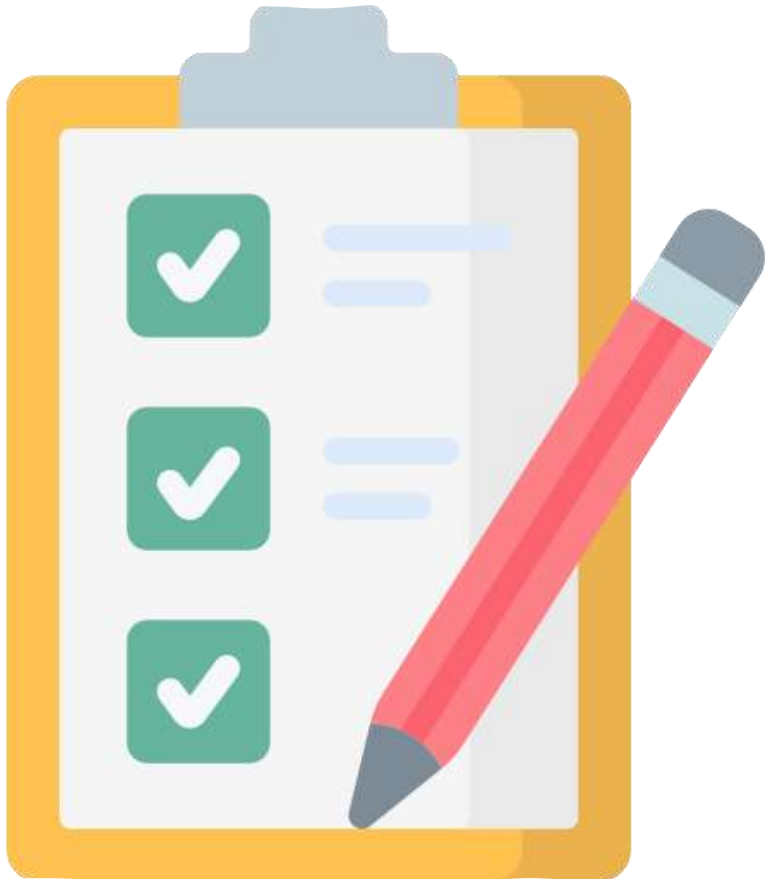
- Email to thank speakers with some preliminary stats (attendance / registrations).
- Record webinar event and stats in organizational activities tracking sheet.
- Download webinar report and the results of registration questions from Zoom.
- Process results of CFE survey and submit to SAF (within 2 weeks)
- Send CFE certificate to CFE seekers
- Download webinar recording and edit for length in video editing software
- Post recording to YouTube. Add recording link to website and share via social / newsletter / etc.
- Download post-webinar evaluation report from Qualtrics.
- Email to thank speakers and share webinar archive link and the post-webinar evaluation report.
- Identify webinar registrants that opted-in to the email list and import them into the audience on MailChimp.