

Athletic Business

WEBINAR CHECKLIST

As soon as possible:

- Your company logo (the higher resolution, the better)
- Image(s) you'd like us to incorporate into the landing page
- Title for your webinar
- Overview and learning objectives
- Speaker(s) headshot and bio
- "About the Sponsor" information (brief synopsis of your company)
- Registration Requirements (our recommendations are starred)
 - Name (First and Last)*
 - Company/Organization*
 - Job Title*
 - Email*
 - Phone Number
 - Address
- Polling Questions (optional)

One week prior to webinar date:

- Webinar slides sent to AB, including:
 - "Lobby-room" slide for attendees to view while waiting
 - Introductory slide for Andy Berg (provided by AB)
 - Introductory slide for webinar speaker(s)
- Instruction sheet for Andy Berg with the script you'd like him to use before, during and after the webinar
- Three to five seeded questions for Q&A section of the webinar

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WEBINAR BENCHMARKS



50-100

Average registrants



Registration
percent one week
before a webinar



Average
attendee rate



41 MINUTES

Engagement
length



\$20k

Value of
promotional
ad content



Average
promotion time

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WEBINAR.NET
REPORT**

*Benchmark and Best
Practices for Webinars*