

GoToWebinar CHECKLIST





INTRODUCTION

Creating and running events on GoToWebinar is simple to do, but can be a challenge if you're not familiar with the system and your event is coming right around the corner. GoToWebinar is a bit quirky, so it's easy as well to forget a step here and there and experience massive issues.

To help ensure you take every necessary step for your webinars, I've put together this blueprint to help simplify the process and give you a handy checklist to print out and use whenever you want to set up and run a webinar on GoToWebinar.

Sharon Hayes



CREATING YOUR EVENT

Included below are all the details that you would need to have for your event in order to create it.

| | |
|-------------------------------------|--|
| INFORMATION | |
| Title | |
| Description (Optional) | |
| Occurs (Number of Events/Frequency) | |
| Start Date | |
| Start and End Time | |

Note: when creating slides, make sure to use 16:9 aspect ratio so it will fit most full screens.

INVITING ATTENDEES/PROVIDING ATTENDANCE INFORMATION:

These steps are intended to help make sure any attendees you are inviting to your event will have what they need.

| ACTION | NEEDED? | WHO? | SET-UP? |
|---|---------|------|---------|
| Use http://www.timeanddate.com/worldclock/fixedform.html to create "local time" link | | | |
| Use http://addtocalendar.com/ to create "Add to Calendar" button for web or email | | | |
| Send out attendee access details (provide JoinWebinar.com link, with their email address and the webinar ID to enter) | | | |
| Publish attendee access details as needed (provide JoinWebinar.com link, with their email address and the webinar ID to enter) | | | |
| Set up 1-day reminder email (if setting up in autoresponder system, make sure to turn GoToWebinar reminder email off) | | | |
| Set up 1-hour reminder email (if setting up in autoresponder system, make sure to turn GoToWebinar reminder email off) | | | |
| Set up 15-minute reminder email (if setting up in autoresponder system, make sure to turn GoToWebinar reminder email off) | | | |

Note: If call includes a Q&A portion on material attendees would have consumed on their own, consider prompting for questions ahead of time through email or a web form.

EVENT CONTENT PREP:

| ACTION | NEEDED? | WHO? | SET-UP? |
|---|---------|------|---------|
| Create slides if using a slide presentation | | | |
| Consider including audio or video testimonials within presentation (ideally within slides so you can avoid moving between programs) | | | |
| Prepare any questions received in advance (consider including some of your own if you haven't received any questions in advance) | | | |
| Prepare any handouts or polls you want to provide during the webinar | | | |
| Run a test event to test working with the slides and audios/videos and the GoToWebinar interface (especially important if you're new to using it) | | | |

15 MINUTES BEFORE EVENT START:

| ACTION | NEEDED? | WHO? | SET-UP? |
|--|---------|------|---------|
| Open webinar from console (must do this early, otherwise people can't get in) | | | |
| Ready the slides and show title slide | | | |
| Optional: Connect with a separate computer on a separate organizer ID (to see questions more easily) | | | |

AT EVENT START:

| ACTION | WHO? | SET-UP? |
|---|------|---------|
| Connect audio via phone (recommended) or via web audio | | |
| Click to start the webinar (before doing this, attendees can't hear you) | | |
| Click to start the recording (VERY important – there are no backup recordings, so if you don't do this, you can't offer a replay) | | |

DURING THE EVENT:

| ACTION | WHO? | SET-UP? |
|--|------|---------|
| Check periodically for new questions to interact more in real time (and give periodic prompts, especially to confirm people are following along) | | |
| Give any links provided during the webinar in the "Chat" area | | |
| At the end, leave the final slide up for a few minutes and then end event | | |

REPLAY PROCESSING:

| ACTION | NEEDED? | WHO? | SET-UP? |
|--|---------|------|---------|
| A window should pop-up after you end the event with a list of recordings and an option to convert them – do this | | | |
| Once converted, put up on a page on your site and provide the link | | | |
| Optional: You can segment attendees vs. non-attendees when sending the replay out, though generally not recommended as attendees may still want the replay | | | |