



# Webinar Checklist for Organisers

Webinar organisers must observe this checklist of activities, abiding by the timeline of submission of required content, so as to ensure the effective promotion and dissemination of the webinar in the lead up to the event.

*In the event that organisers fail to submit the necessary content on time, the webinar is cancelled.*



Phase:	Activity:	Date:
<b>Schedule</b>	Define webinar <b>title</b> and prepare <b>descriptive blurb</b>	at least 1 month in advance
	Set the <b>date</b> ( <i>Thursday of every week</i> ) and <b>time</b> ( <i>accommodate target time zones</i> )	at least 1 month in advance
	Identify <b>presenter(s)</b> (1 or more)	at least 1 month in advance
	Identify <b>discussant</b> (if desired)	at least 1 month in advance
	Identify <b>moderator</b> (opens the webinar, introduces panelists, fields audience questions and submits them to panelists)	at least 1 month in advance
	Submit supporting <b>content</b> to the socialprotection.org team: <ul style="list-style-type: none"> <li>• logo(s)</li> <li>• panelist bios</li> <li>• linked content (publications, videos etc.)</li> <li>• determine future webinar collaboration: Webiner Series</li> <li>• determine the use of an Online Community</li> <li>• begin preparing webinar slide presentation</li> </ul>	<b>Minimum 2 weeks in advance</b>
<b>Promote</b>	Disseminate <b>webinar invitation</b> prepared by the socialprotection.org team	1 week in advance
	<i>Commence social media promotion:</i> Facebook and Twitter <ul style="list-style-type: none"> <li>• assign a unique <b>hashtag</b></li> <li>• use <b>#SPorgWebinar</b></li> <li>• assign <b>live tweeting</b> lead for on the day</li> </ul>	1 week in advance
<b>Prepare</b>	<b>Submit slide presentation</b> to the socialprotection.org team for formatting in template and upload to Gotowebrinar	<b>Minimum 1 week in advance.</b> <i>* Updates that are not sent 2 days prior will not be incorporated. *</i>
	Submit/upload content (documents, discussions) to <b>Online Community</b> (if desired)	1 week in advance
	Participate in <b>webinar technical training: compulsory for all panelists</b>	1 week in advance
<b>On the day</b>	<b>Test Gotowebrinar</b> (video, audio, presentation)	1 hour in advance
	Perform <b>live tweeting</b>	During
<b>Post webinar</b>	<b>Disseminate</b> webinar recording on social media	Within the week
	Webinar organisers and panellists <b>revise the webinar blog summary</b> , produced by the socialprotection.org team, and submit feedback	Within the week
	Send the revised webinar blog summary to the socialprotection.org team. Once approved, <b>upload the blog onto socialprotection.org</b>	Within 2 weeks following the webinar
	Post <b>attendee questions</b> that remained unanswered on the Forum or Online Community, if applicable	Within the week