PRE-PRODUCTION

CHECKLIST

- Set schedule (set duration with care, 60:00 is the typical duration for online events). Even with a one-hour event, we recommend at least 10 minutes be set aside for Q&A.
- Confirm webinar vs. meeting. Do you want attendees on camera, what's the size of the event?
- Determine settings in Zoom.
- Make sure settings include capture/record.
- Decide the registration process.
- Book guest(s), get bios, recent articles, past interviews, photos.
- Create an event landing page and registration or event link.
- Add guests as co-hosts or panelist, send presenter link.
- Create event graphics. Creating flyer? UE.d. approval.
- Build PowerPoint template.
- Schedule at least 30 minutes with presenters a few days prior to the event to review the technology, discuss roles, and finalize your content.

PROMOTION

CHECKLIST

- Create graphic design for the event, approval for flyers.
- Write a news story.
- Add to CLA events calendar, other community calendars.
- Social media posts.
- Share with other departments, communicators, faculty.
- Send MailChimp, Benchmark email to your lists.
- After the event, post the video on YouTube/website and promote.

CHECKLIST

- [ ] Schedule a practice session and have presenters log-in 15-20 minutes early to test equipment, camera positions, lighting, discuss event logistics, etc.

- [ ] Have a title slide for the open and close of the event.

- [ ] Arrange your Zoom windows and make sure they are open prior to event (if sharing a screen such as a PPT, a chat window may open inside a shared screen section so open and set its position).

- [ ] Create show flow notes or any scripts for yourself (place close to the camera at eye-level).

- [ ] Connect via ethernet vs. wi-fi. Have back-ups in place for presenters.

- [ ] Decide the traffic of beginning and ending the event (all cameras off, mics muted, active speaker mode or follow host mode).

- [ ] Decide how and when presenter(s) will turn on cameras, mics, and how they will be introduced.

- [ ] Hosting Q&A? Ask a few colleagues to kick-off that part of the event to encourage others to participate.

- [ ] Take delays into consideration. Start broadcasting a zoom webinar with cameras off, mics muted, and a title slide up, then after :10-:15, open the event by turning the moderator's camera and mic on to welcome attendees.

- [ ] Using a second monitor provides additional space for screen sharing, participant lists, chat, Q&A, polling, etc. Just make sure when you need eye contact, you're looking at the camera.

- [ ] Provide housekeeping at the beginning of the event. If you'll be asking attendees to ask questions, let them know about the process and the program of the event.

- [ ] Provide a brief, five-minute (at most) introduction to your event and dive right into the content. Content is what they are there to hear. If your content is compelling, they will stay with you to hear your promotional call-to-action at the end.