

# Project planning checklist

TASKS & MILESTONES	PARTY RESPONSIBLE	DATE COMPLETED
Webcast Pre-Event Charter and Scope Form Drafted		
Webcast Pre-Event Charter and Scope Form Completed		
Webcast Pre-Event Charter and Scope Form Approved		
Webcast Delivery Team Selected		
Kickoff Meeting Held		
Production Requirements Reviewed		
Webcast Added to the Organizational Comms Schedule		
Sponsorship Obtained (If Applicable)		
Webcast Project Team Meeting Cadence Established		
Location Secured		
Location Connectivity Arranged		
All Needed Permissions Requested		
Permits Requested / Issued		
IT "Heads Up" Communications Sent		
Webcast Speakers / Entertainment Confirmed		
AV Equipment Ordered / Secured		
Webcast Rehearsals Scheduled		
Registration Process Documented		
Webcast Delivery Risk Analysis Completed		
Invitee List Compiled		
Marketing / Advertising Created		
Marketing / Advertising Approved		
Marketing / Advertising Deployed		
Attendee Invitations Sent		
Webcast Platform & Features Tested		
Webcast Audience Feedback System Developed		

TASKS & MILESTONES	PARTY RESPONSIBLE	DATE COMPLETED
Webcast Content Checklist Completed		
Test Webcast Content Uploaded		
Final Webcast Content Approved		
Moderator Trained		
Onsite Setup & Connectivity Confirmed		
Equipment Ordered / Reserved		
Stream Test Conducted		
Equipment Logistics Confirmed		
Go Live Day Program Guide Created		
Roles Reviewed with All Parties		
Plan B Documented & Tested		
All Needed Equipment Delivered to Location		
Webcast Rehearsals Executed		
Delivery Team Walkthrough Completed		
Go Live Day Equipment Tested		
Day of Event Setup Completed		
Test Webcast #1 Completed		
Test Webcast #2 Completed		
Webcast Go Live		
Live Event Monitoring		
Provide Post-Event Reporting		
Registration Site for VOD Completed		
Post-Event Meeting / Debrief Held		
Organizer Feedback Survey Conducted		
Webcast Audience Feedback Survey Conducted		



# Event Manager Preparation Guide

## Before

**1**

### Promote the Agenda

Getting the attention of your audience can be challenging, even when the event in question is mandatory. Putting a little extra time into the invitation—including clearly explaining what will be discussed and why—conveys a sense of importance to your audience. Some of the more innovative companies actually send video invitations directly from the speaker, with a preview of what will be discussed. The more attention you pay to promoting your event, the more importance your viewers will assign it.

**2**

### Make Time for a Practice Session

While not everyone has the time or feels the need to practice, don't underestimate the value of a walkthrough or dry run. Not only are walkthroughs critical for making certain everything is working from a technology perspective, but they are essential for verifying the proposed content can be covered in the allotted time. Dry runs are also a great way to discuss the “meeting-killer” questions, especially the ones everyone is thinking but you may not feel comfortable answering on the fly. Every webcast should feature a well-prepared presenter, armed with a diligently crafted message.

**3**

### Consider Security and Audience

Webcasts can be a paradox, with a goal of maximizing reach to target audiences but eliminating reach to unintended parties. Prior to going live, be sure to review the company's content viewing and retention policies, then compare them to the settings within your enterprise video platform. Two hours before broadcast is not the time to debate whether contractors and vendors should be allowed attendance.

**4**

### Document a Backup Plan

Even with thorough preparation and testing, any well-planned event can still be impacted by emergencies. Pre-webcast planning should always include a clear set of fallback plans covering worst-case scenarios. Can you effectively broadcast using a mobile device if stuck at an airport? Should you reschedule if you are ill, or hand off to a backup presenter? These are the types of decisions that should be discussed—and documented—before your event goes live.