Appendix 4E

Seminar Timeline

time prior to seminar date

8 Weeks

Determine target audience, topic and key messages
Develop short list of potential speakers
Define goals and measurements

6 Weeks

Obtain commitment from speaker
Develop direct email recruitment piece
Obtain lists
Develop agenda and standards for presentation
(e.g. number of bullets per page, length of each section)
Designate experts to answer questions online during seminar and Q&A
Begin working with speaker on content
Develop landing page
Notify sales teams to do their own outreach

4 Weeks

Technical set-up
(e.g. contract with Placeware, other web seminar hosting company)
Direct email to lists
Monitor Web landing page activity
Acknowledge registrants
Establish weekly meetings, including dry-runs

3 Weeks

Review presentation
Assign polling questions to be developed
Determine what support materials (statistics, graphics, etc) are still needed
Send out second wave of invitations

2 Weeks

Review presentation
Dry run of seminar and Q&A session
Agree on several prepared questions to use to kick off the Q&A
Monitor Web landing page activity

1 Week

Confirm with all registered attendees; give detailed info on how to log in
Dry run entire seminar including mock Q&A
Send reminder to company

1 Day

Reconfirm one last time with all attendees

Morning of

Sign on at least 15 minutes prior to start of conference, or even longer.
Ensure that everyone is comfortable with the Web presentation tools,
and that the assigned experts are in place.

After

Follow up with all attendees, including those who actually attended,
as well as those who registered but did not attend.
Conduct a post-mortem to see what could be done better next time.