

How to Put on a Seminar / Webinar

To-Do List	Status
6-8 Weeks Before	
Select the location, if in person, or determine the technology to use, if virtual	
Determine the speaker(s)	
Schedule time and date	
Initiate marketing plan (see Marketing Checklist)	
Set up online participant registration. Eventbrite, Evite or a form on your website or landing page. What ever service you use, it must be able to collect contact information and send an automated confirmation email that includes information about the event i.e. date, time, location or link.	
4-5 Weeks Before	
Start working on the presentation and agenda	
1-3 Weeks Before	
Finish creating presentation and agenda	
Create an evaluation form, paper (in-person) or online	
Arrange for Refreshments	
Confirm with speakers	
Confirm location	
Create a QR code on an 8.5 x 11 or bigger paper that links to your website or a calendar scheduling software - Canva is a good resource for this	
1 Day Before	
Print up enough handouts for all participants or email handouts to pre-registered participants	
Gather items on Materials Checklist (if in person)	



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To-Do List	Status
1 Hour Before - if in person	
Set-up the room	
Check audio and visual	
Set-up refreshments	
Set-out day of registration forms and handouts	
Set-out nametags, if in-person	
Set-out business cards and other marketing materials	
1 Hour Before - if virtual	
Email handouts to participants	
During	
Make sure all participants complete the registration forms	
Leave time for questions	
Have participants fill out evaluations	
After	
Follow through with any questions or requests for information	
Send thank you notes to guest speakers	
Send thank you notes to all participants	
Review evaluation to look for ways to improve next time	
Plan your next event!	

