

WEBINARS



Webinar Materials

The items below are needed to complete the preparation process.

Your main contact will be:

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Typical Webinar Timeline

- 1-2 months before program: Email marketing begins
- 1 week before program: Presenter orientation call to familiarize speakers with webinar platform
- 10 business days before program: PowerPoint slide deck due
- Webinar day: Call into platform conference line 30 minutes before start time
- Timing (50 minutes of session time, 10 mins for questions and answers)

PLEASE PROVIDE THE FOLLOWING:

Speaker name, title, workplace	
Speaker Contact Phone Email	
Speaker Photo – High resolution, color jpeg image preferred for listing in marketing materials.	
Short Biography – For inclusion in the brochure and program and website (100 words or less)	
Webinar Title – The title should inspire professionals to attend. It is the first impression you'll make on a potential attendee.	
Registration page fields	Last name, first name, company, email etc (short and sweet is best)
Session Description –	

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(150 words or less in paragraph form).

Focus on the WIIFM concept (What's In It For Me?). Point out what attendees will gain from attending.

Three Course Objectives

Upon completion of this webinar, attendees will be able to:

Logo (jpg or png)

No less than:

5 inches wide @ 72 dpi (360 pixels)

Names, Email and intended role (speaker, observer, etc) for each participant from client side

Ex.) Jessica Oldfather joldfather@endeavorb2b.com Webinar Producer

The staff reserves the right to edit titles, session descriptions and objectives. Presentation slides are reviewed prior to the webinar date, and changes could be required in order to optimize content and audience engagement. Please review webinar best practices in our [Webinar Tip Sheet](#).